FEBRUARY 5, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly News of Radio

Broadcast Advertising

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DETROIT

Martha knows Best

ANYONE WHO listens to WOR's Martha Deane knows what one great woman's program conductor thinks of *vital* programming and how to handle it on the air.

Nobody is more acutely aware of this than the approximately 500,000 women who each weekday afternoon at 3:00 dial her diligently and listen devotedly to what she has to say.

The *aliveness* of the WOR Martha Deane program is the reflection of a distinct personality, and a method of programming that has long made WOR the provocative and action-arousing station that it is. Advertisers who use the Martha Deane show share in this *vitality* and the results they obtain are accordingly more effectual.*

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? Our gifted showmen, who are also skilled salesmen, have a proven record for producing the kinds of shows that make advertising on WOR more productive, and thus reduce a low first cost.

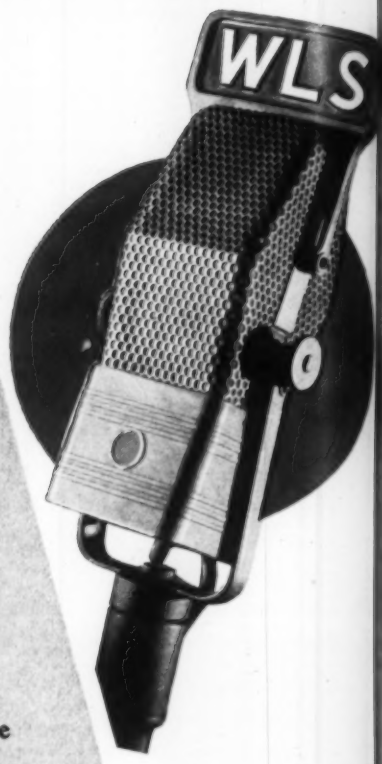
—that power-full station **WOR**

at 1440 Broadway, in New York

*We can supply you with masses of *facts* to prove this.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

What a Microphone is FOR . . . . . .



AT WLS, where we live and work as "One of the family in Midwest America," our constant endeavor is to use our microphones, our 50,000 watts of power, our 890 frequency for the greatest service to all the people of Midwest America, whether they live on farm, in town, or city.

During the twenty-one years we have served these interests, this conception has meant different things at different times. Today, our fundamental purpose is to further the war effort. At the left is an accounting of our stewardship for 1944, a report on the activities which best picture what we believe WLS microphones are for.

THE SCORE IN '44

(On a half-time station doing a full-time job)

This table summarizes service to the causes named and does not include the hours of pure entertainment dedicated to Midwest America.

FOR THE WAR	
Time	670 hours
Speakers	1,165
Programs	1,574
Announcements	3,826
FOR AGRICULTURE	
Time	662 hours
Speakers	647
Programs	2,171
Announcements	322
FOR RELIGION	
Time	191 hours
Programs	525
FOR EDUCATION	
Time	36 hours
Programs	146
FOR THE WOMEN	
Time	223 hours
Speakers	200
Programs	596
OTHER SERVICE	
Time	79 hours
Speakers	137
Programs	310
TOTAL TIME	861 hours
TOTAL SPEAKERS	2,149
TOTAL ANNOUNCEMENTS	4,148
TOTAL PROGRAMS	5,322

PLUS 788 HOURS OF NEWS

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO 7.

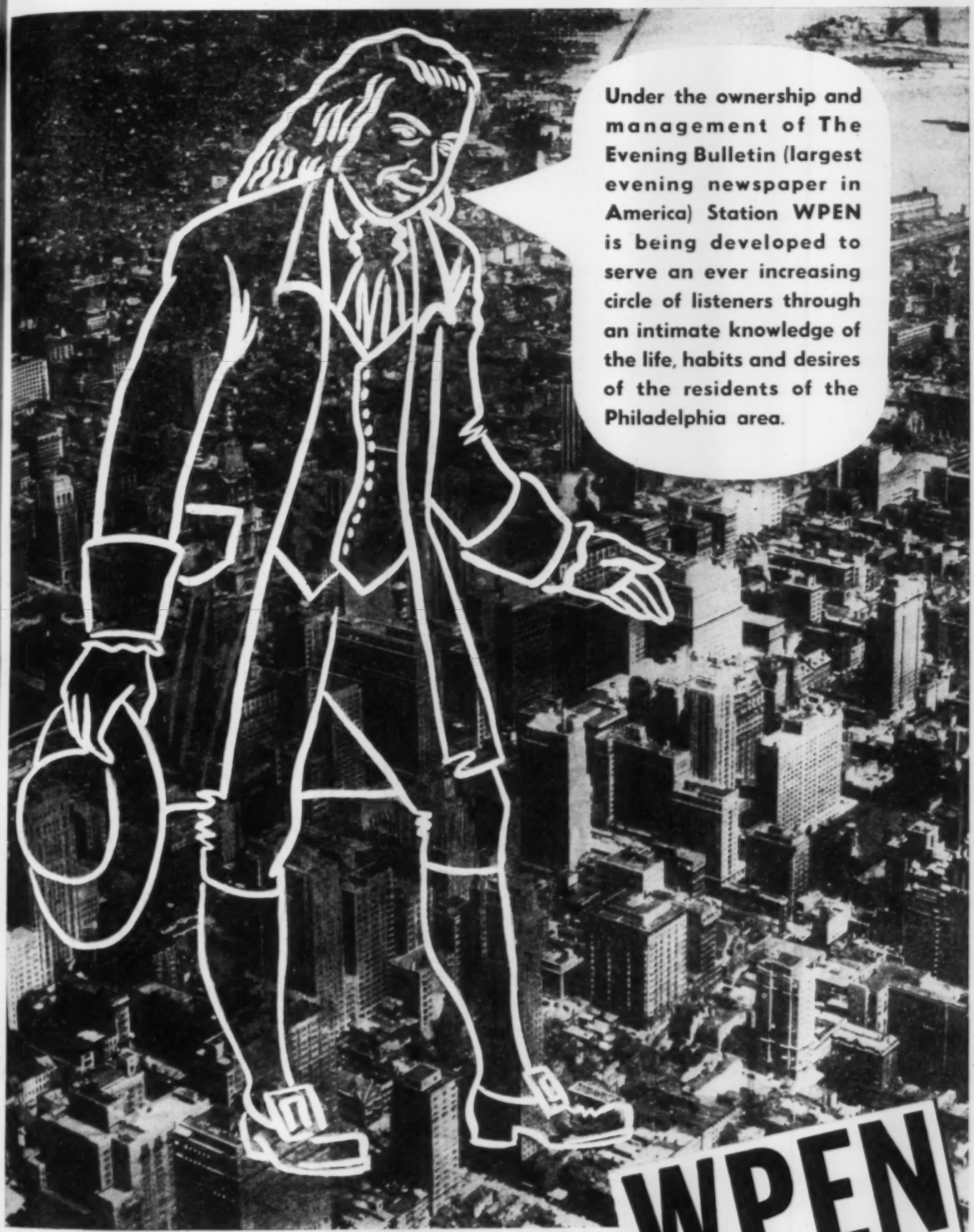
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS


Under the ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an ever increasing circle of listeners through an intimate knowledge of the life, habits and desires of the residents of the Philadelphia area.

In Philadelphia—it's WPEN

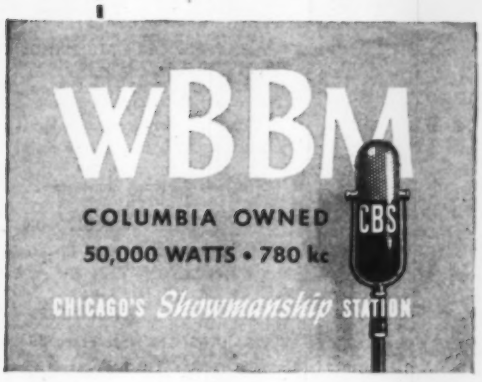
Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

How poten

Your showmanship is commendable, Snodgrass—but you're causing a heluva draft!

...s WBBM showmanship?

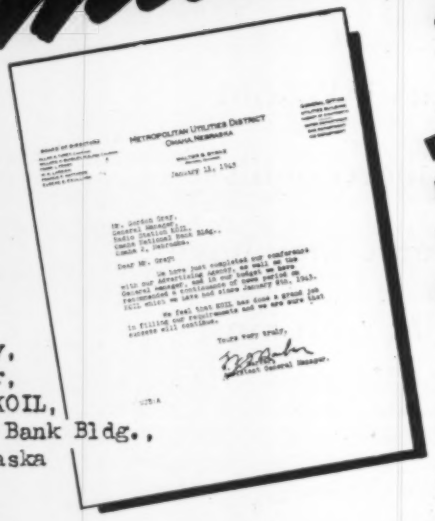
Ask radio advertisers if WBBM *showmanship* sells merchandise: • For 20 straight years they have come back to WBBM with most of their business. • No Chicago station has equalled WBBM in total sponsored time in any year since 1924. WBBM *showmanship* is the kind that sells!



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Results in Omaha!

RESULTS
RESULTS
RESULTS



RESULTS
RESULTS
RESULTS
RESULTS

Mr. Gordon Gray,
General Manager,
Radio Station KOIL,
Omaha National Bank Bldg.,
Omaha, 2, Nebraska

Dear Mr. Gray:

We have just completed our conference with our Advertising Agency, as well as the General Manager, and in our budget we have recommended a continuance of news period on KOIL, which we have had since January 8, 1943.

We feel that KOIL has done a grand job in filling our requirements and we are sure that success will continue.

Yours very truly,
W. J. Barber,
Assistant General Manager,
Metropolitan Utilities Dist.

Results Talk! In Omaha KOIL is the Choice for Results

KOIL Represented by Edward Petry Co., Inc.

CBS in Omaha

GORDON GRAY, General Manager

5000 WATTS . . . 1290 KILOCYCLES

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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SOL TAISHOFF
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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

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TORONTO: James Montagnes.

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TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

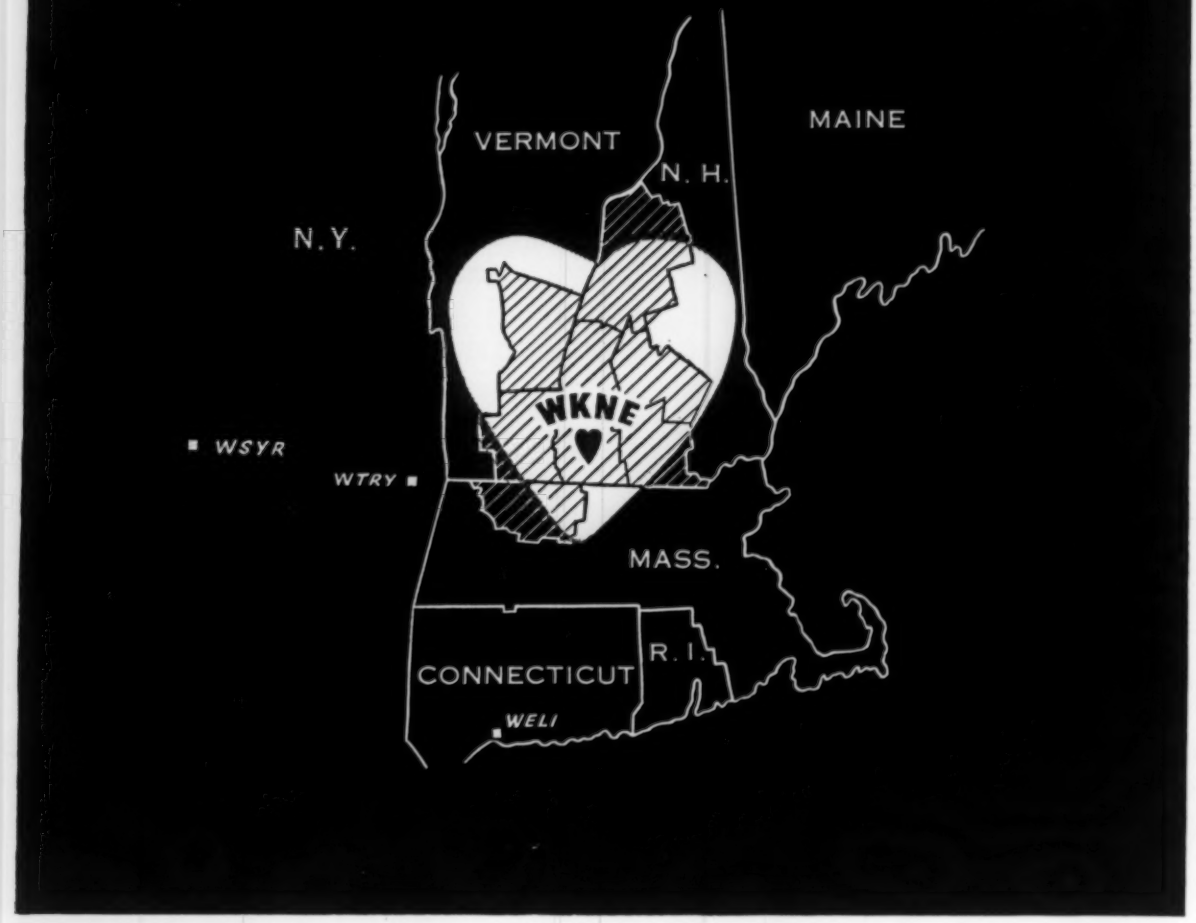
WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

What—One Station for 30 Markets?



THE conservative, substantial "heart of New England," where America has its roots, is best reached by station WKNE, Keene, New Hampshire. Here is a solid sound market of 100,000 radio homes (more or less) in the three states which are the foundation and balance of many industries—where severe economic fluctuations are rarely felt—where customer acceptance *can* be won and, once won, will be held.

No Other Station Like This One

WKNE stands as a "freak" among stations—literally in a class by itself. Because of the scarcity of large newspapers in its region, it has of necessity become a *regional* rather than a "city" station, and has assumed public obligation usually spread over many media.

People in this region *must* depend on radio, for news and for advertising, to an extent not known elsewhere in Eastern America. One advertiser after another has made this discovery, with the result that WKNE's national spot sales have increased (believe it or not) over 1000%.

Under these exceptional circumstances WKNE, giving a perfect and efficient regional service, attracts local business from 30 separate markets.

WKNE is the one logical medium to cover the upper Connecticut River Valley. Without WKNE you can't cover New England completely. It's a must.

A SQUARE DEAL STATION

Invest in the United States
★ *Buy War Bonds* ★

Representatives: Headley-Reed Company, Boston—Bertha Bannon

Station WKNE, Keene, N. H. • Associated with WSYR, WTRY, WELI

50,000 WATTS 50,000 WATTS 50,000 WATTS 50,000 WATTS

TOP NBC PROGRAMS TOP NBC PROGRAMS TOP NBC PROGRAMS

COVERAGE (COLORADO AND PARTS OF ADJOINING STATES)

LISTENER LOYALTY 69%* LISTENER LOYALTY 69%* LISTENER

DEALER PREFERENCE 68.8%** DEALER PREFERENCE 68.8%**

SALES RESULTS SALES RESULTS SALES RESULTS SALES RESULTS

50,000 WATTS 50,000 WATTS 50,000 WATTS 50,000 WATTS

TOP NBC PROGRAMS TOP NBC PROGRAMS TOP NBC PROGRAMS

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TOP NBC PROGRAMS TOP NBC PROGRAMS TOP NBC PROGRAMS

COVERAGE (COLORADO AND PARTS OF ADJOINING STATES)

LISTENER LOYALTY 69%* LISTENER LOYALTY 69%* LISTENER

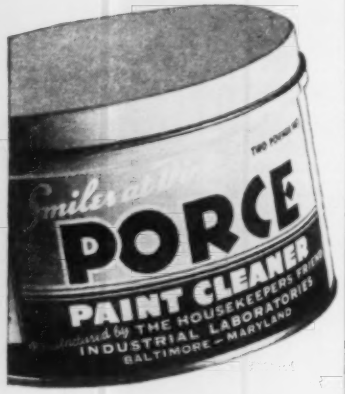
IN DENVER *ONLY* **KOA** GIVES YOU ALL THESE

Few Stations in the Nation Can Equal KOA's Dominance!

FIRST IN DENVER
KOA
50,000 WATTS
NBC

* NBC "Tale of 412 Cities"
** Ross-Federal Survey

OVERNIGHT DISTRIBUTION in Washington, D.C.



I. M. Lippel has an unusually fine product in his paste cleaner called PORCE. He wanted distribution in Washington.

In one day he had distribution in the kind of stores he wanted. The only advertising he planned was on WWDC.

That was enough for stores like Peoples Hardware Stores, Peoples Drug Stores, S. Kann & Son and Palais Royal.

Yes . . . WWDC is the sales-result station. Local advertisers can prove it; national advertisers are learning it.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

At Deadline

MARCONI Memorial Awards for distinguished service in communications will be presented at 20th Anniversary dinner of Veteran Wireless Operators Assn. to Allen B. DuMont, President, DuMont Labs.; Orrin E. Dunlap Jr., RCA Director of Advertising and Publicity; William J. McGonigle, president, New York Telep. Co.; R. Morris Pierce, technical supervisor of WGAR-WJR-KMPC and former OWI chief engineer. Dinner is Feb. 17 at Hotel Astor, New York.

BROADCAST MUSIC Inc., starting April 1, will require a minimum license fee of $40 from ever hotel using BMI music. Payment will be made on the basis of 1% of the total annual payroll costs on the first $40,000.

ESQUIRE Inc., Chicago, has extended its *Coronet Storyteller* 6 times weekly to the full Blue Network. Agency is Schwimmer & Scott, Chicago.

WITH the resignation of Gen. Charles G. Dawes from both the RCA and NBC Boards of Directors, Niles Trammell, NBC president, was elected to the former post; Frank Folsom, RCA vice-president, to the latter.

EARLY action on the Vandenberg Bill (S-63) to prohibit Petrillo interference with the broadcast of noncommercial cultural or educational programs will be sought in the House, Rep. Dondero (R-Mich.) announced last Friday. The bill passed the Senate last Thursday.

SELLERS of SALES

EFFERVESCENT Evelyn Ruth Vanderploeg is one of Chicago's most popular timebuyers, buying time for Schwimmer & Scott, advertising agency.

Van, as Miss Vanderploeg is called by her friends, was born in South Haven, Michigan, but reared in Chicago. She attended Northwestern U. at Evanston, Ill., where she majored in journalism.

Her first job was secretary to Jesse F. Matteson, president of Matteson-Fogarty Jordan Co. (now Fogarty & Jordan) advertising agency where she did research work, helping Harold Weiler, the agency's radio director. One of her first assignments was to work with him on the Pabst Blue Ribbon Malt program starring the late Ben Bernie. She helped write the beer commercials as well as the script.

VAN

Due to inter-office changes, Van was transferred, along with two-thirds of the staff, to another organization called Morris-Windmuller-Enzinger, where she helped write and produce the *Story Behind the Song*.

Two years later Van joined L. D. Wertheimer Inc., where her duties varied from writing publicity for Roquefort Cheese to making personal appearances with Irene Castle, a client, and handling the publicity for the hats Miss Castle was making. Agency was absorbed by Buchanan & Co.

Late in 1942 Van left Buchanan & Co. to join the radio department of McCann-Erickson in Minneapolis. Approximately $750,000 in radio advertising was placed out of that office under the Vanderploeg banner. In January 1942 she was transferred to the Chicago office, where she wrote a one-minute commercial transcription for Standard Oil and assisted in the production of two quarter-hour programs.

On Aug. 1, 1944, Van assumed her present position with Schwimmer & Scott. Miss Vanderploeg is responsible for approximately $3,000,000 worth of business. She handles the following accounts: Schutter Candy, *Coronet Magazine*, Sealy Mattress, Wurlitzer Co., Hirsch Clothing, Walgreen Drugs and Fox DeLuxe.

Blue-eyed and blond, Van avers that people are her hobby because she feels that she can learn so much from others.

Van has been collecting dolls for the past 15 years. History books comprise her favorite reading matter. She is an excellent golfer and maintains she is "good enough so that men will play golf with me."

She is a member of Phi Mu, Alpha Delta Theta and the Chicago Radio Management Club.

Sell WITH

WILMINGTON DELAWARE

NBC Basic Station

5000 WATTS day and night

Represented by

RAYMER

MERCHANTS of TIME

American commercial broadcasters sell mankind's most precious possession . . . we are MERCHANTS OF TIME.

We sell far more than the average eighteen hours a day which most of us have as our daily broadcast schedule. Each of us sells thousands of hours each day, for every minute we operate must be multiplied by every minute each single listener in our area devotes to listening to our station.

We are MERCHANTS OF TIME and as such we have a tremendous responsibility.

The kind of sustaining and commercial material which we permit our broadcast signal to carry today determines the kind of broadcasting we shall have tomorrow.

As we celebrate the 25th anniversary of American broadcasting, let us resolve that each and every one of us in broadcasting today shall accept a new conception of the trust which is ours. Let us pledge our most careful use of our licensed facilities that the American plan of radio broadcasting under the Free Enterprise system be justified to the American people.

Though we sell *programs* to our advertisers we are, in the truest sense of the word, MERCHANTS OF TIME.

RADIO STATION KVOO

Oklahoma's Most Powerful Station — PHILTOWER — TULSA 3, OKLA.

"Please, Miss Love, I'm trying to keep my mind on what F&P is saying!"

● Long years before we even became radio-station representatives, we used to hate the kind of "salesmen" whose sales approach was Lookit, you're in the Goat World, so why can't you use the Goat *Herald*, too?

Hence to this day we try to have *something to say* when you give us your time. If we ever slip up on that, we hope *you'll* have something to say!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE

IOWA

WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH

SOUTHEAST

WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE

SOUTHWEST

KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA

PACIFIC COAST

KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 6 WASHINGTON, D. C., FEBRUARY 5, 1945 $5.00 A YEAR—15c A COPY

NAB Parleys Continue; Some May Be Split

Attendance Is Cut, Conforming to U. S. Order

DISTRICT meetings remaining on the NAB itinerary will be held, but in compliance with the Jan. 5 order of War Mobilization Director Byrnes limiting them to an attendance of 50 persons, J. Harold Ryan, president of the association, announced last week. Mr. Byrnes' order was effective Feb. 1.

The new policy was announced as the sixth in the first series of NAB district conferences got underway in Salt Lake City last Thursday. Simultaneously, Mr. Ryan confirmed his earlier opinion that it would be necessary to cancel the NAB 1945 conference.

The Salt Lake City parley drew 68 delegates of whom 40 were from out of town (see page 72).

Kansas City Change

"Only those district meetings will be held which conform in all respects with the Government request," Mr. Ryan said in Salt Lake City last week, where he was attending the 14th District meeting.

The Government request, as interpreted by Col. J. Monroe Johnson, ODT director and chairman of the War Committee on Conventions, means that the limit to 50 persons applies to the total number of attendance, irrespective of how many or how few actually make use of intercity transportation or hotel accomodations.

Action of the NAB president cancels the 12th District meeting, which was to be held jointly with the 10th District in Kansas City Feb. 7-8. William B. Way, general manager, KVOO Tulsa and director of the 12th District, notified member stations that they were not to send representatives to the Kansas City meeting. A 12th District session may be scheduled later.

Meanwhile, Mr. Ryan asked all district directors to notify their respective member stations that only one representative from each outlet should be sent to the parleys. John J. Gillin Jr., general manager of WOW Omaha and 10th District director, wired all member stations in his area asking their compliance.

Advance registration by telegram and letter will be attempted in each District, Mr. Ryan said, with controls exercised to keep the list within Mr. Byrnes' order.

Meanwhile there appeared to be a conflict between the NAB's interpretation of the order and the understanding held by Col. Johnson. The former, in its current weekly report to member stations, states: ". . . it is significant that a study of the attendance at the five meetings thus far held discloses that not as many as 50 from outside the community in which the meeting was held have been in attendance." Col. Johnson states clearly that it makes no difference whether delegates come from outside the community or within it—the limitation is 50.

Mr. Ryan's program drops immediately from the list of those qualified to attend, associate members of the NAB (representatives of transcription firms, representatives, etc.), all non-members of the association and representatives of Government agencies. Meanwhile, Helen A. Cornelius, assistant to Lewis H. Avery, NAB's director of broadcast advertising, left the NAB entourage at Salt Lake City. Future district meetings will be attended only by two members of the NAB Washington office: Mr. Ryan or C. E. Arney Jr., secretary-treasurer, and Mr. Avery. Hugh Feltis, president of the Broadcast Measurement Bureau, will continue with the group. NAB Washington representatives dropped from the schedule include Robert T. Bartley and John Morgan Davis, general counsel.

In meetings held to date, NAB stations represented and total registration has been: Memphis (6th District) 35 stations, 83 registered; Dallas (13th District) 45 stations, 87 registered; Los Angeles (16th District) 22 stations, 94 registered; San Francisco (15th District) 21 stations, 81 registered; Portland (17th District) 37 stations, 150 registered.

May Split Others

In districts now on the schedule which have an NAB station membership exceeding 50, Mr. Ryan suggested that meetings might be split up to hold down registration and reduce the distance each delegate will be required to travel.

Mr. Ryan's statement in full:

"In compliance with the expressed wishes of the Government to limit the amount of travel, and to avoid any conventions or meetings which would bring together from outside the city in which the meeting is scheduled more than 50 persons, the National Assn. of Broadcasters has cancelled its annual convention, which would normally be held in the late spring. The NAB convention usually has an attendance of more than 1,000.

"In the matter of district meetings, on which the NAB is currently engaged, only those will be held which conform in all respects to the Government request. These, few in number, and bringing only a handful of broadcasters from out of town, will be scheduled only because in the opinion of the NAB they are absolutely essential in helping all broadcasting stations to consider and execute their 1945 plans for the furtherance of the war effort of the Government and its various departments, to the end that the war may be brought to a speedy and victorious conclusion. With this objective in mind, this 25th anniversary year of American broadcasting is dedicated to Victory."

Col. Johnson, clarifying Byrnes' order, said that thus far 222 applications for conventions in excess of 50 had been considered by his Committee and all but two rejected. The two approved were for a Red

(Continued on page 69)

District 14 Signers Boost BMB to 191

Contracts Made by 75% At Salt Lake City NAB Meet

SUBSCRIBERS to the new Broadcast Measurement Bureau on Feb. 1, midway through the sixth NAB district meeting in Salt Lake City, numbered 191 with stations continuing to send in contracts in advance of their district meetings to headquarters in Washington and to New York.

Twenty-four stations attended the Salt Lake City-District 14 sessions and 18 or 75% signed contracts. District Director Hugh Terry, KLZ Denver, had wired his commitment previous to the meeting and Frank Bishop, KFEL Denver; Ivor Sharp, KSL Salt Lake City; and Bill Grove, manager of KFBC Cheyenne, all handed in their contracts before the meeting started.

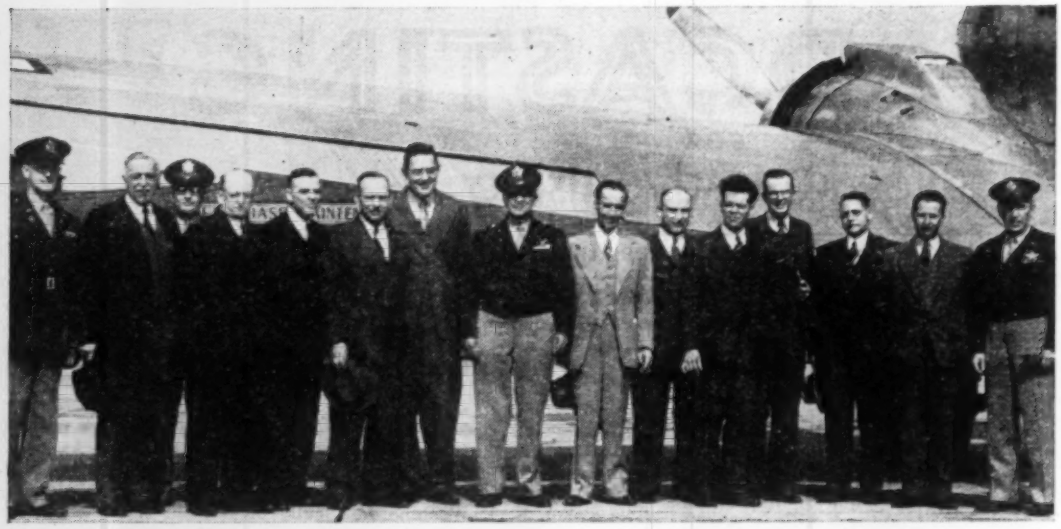
Other District 14 stations joining the plan were: Colorado—KMYR Denver, KIUP Durango; Idaho—KIDO Boise, KID Idaho Falls, KRLC Lewiston, KFXD Nampa, KWAL Wallace; Montana—KFBB Great Falls, KGVO Missoula; Utah—KSUB Cedar City, KVNU Logan; Wyoming—KPOW Powell, KWYO Sheridan, KDYL Salt Lake City.

The day following the station meeting a group of local advertising agency men attended a luncheon at which details of the plan and a progress report on its development were given. Evolving from meetings of this type are many suggestions which will be used to develop further services by BMB to local and national agencies.

Marshall Pengra, a member of the Small Market Stations Committee and manager of KRNR Roseburg, Ore., and Mr. Grove, chairman, Sales Manager Committee, District 14, assisted BMB President Hugh Feltis at the meeting. Miss Frankie Cokendall, vice-president of Botsford, Constantine and Gardner, Portland agency, assisted Mr. Feltis in his presentation at both the Salt Lake City and earlier Portland meetings.

District 17 meeting in Portland Jan. 29-30 drew 39 stations, 33 of which joined BMB. For the first time, one broadcaster, Saul Haas, vice-president of KIRO Seattle, not only signed a contract but paid for one year's dues in advance as well. District Director Harry Spence, KXRO Aberdeen, and Chuck Meyers, KOIN Portland, both had wired commitments to NAB Presi-

(Continued on page 76)



FIRST STOP on the FCC's inspection of military radio installations on its transcontinental tour was made Jan. 27 at Orlando, Fla. The air trip will carry the FCC group to the Pacific Coast with the return to Washington scheduled Feb. 6. Shown here at the AAF Tactical Center, Orlando, are (l to r): Col. Frank W. Wozencraft, communications officer, Joint Chiefs of Staff; Commissioner Norman S. Case; Lt. Col. J. Elroy McCaw, executive assistant to Brig. Gen. H. M. McClelland, communications officer, AAF; Commissioner Paul A. Walker; Commissioner E. K. Jett; Commissioner Ray C. Wakefield; Chairman Paul A. Porter; Maj. Gen. Edwin C. House, commanding general, Tactical Center; General Counsel Charles R. Denny; Charles A. Ellert, technical supervisor, FCC Radio Intelligence Division; James P. Veatch, International Division, FCC Engineering Dept.; George P. Adair, FCC Chief Engineer; Glen E. Nielsen, assistant chief, Safety & Special Services Division, FCC Engineering Dept.; George Sterling, chief, Radio Intelligence Division, FCC; and Gen. McClelland.

Standard Brands Plans Several Network Shifts

STANDARD Brands, New York, may discontinue in April, *Mary Marlin* on CBS Monday through Friday 3-3:15 p.m. with S-B's *This Changing World* now off CBS, ending the discount allowed sponsors with several shows on the same network, the company is finding the cost of maintaining one daytime program on CBS too great, a spokesman for J. Walter Thompson Co., New York, said in explaining the contemplated move. Products are Tenderleaf Tea and Fleischman's Yeast.

If show is dropped Standard Brands would be out of the daytime serial picture entirely with network advertising including two NBC programs, Charlie McCarthy-Edgar Bergen, Sunday 8-8:30 p.m., the new Eddie Bracken show Sunday, 8:30-9 p.m. and *One Man's Family*, moved from NBC to Tuesday, 7:30-8 p.m. on the Blue. JWT handles all shows except Eddie Bracken, placed through Kenyon & Eckhardt, New York.

Paramount on 350

PARAMOUNT PICTURES, New York, last week began a four-month "all out" radio campaign in connection with the popular priced return engagement of "For Whom the Bells Toll" by placing on some 350 stations carrying announcements placed by local theatres, additional live and transcribed chain-break and one-minute announcements. Promotion kits containing ads, publicity stories and exploitation possibilities are being sent to theatre managers. Show will be dramatized Feb. 12 on CBS *Lux Radio Theatre*. Paramount plans similar radio campaigns for other films returning at popular prices. Agency is Buchanan & Co., New York.

Minderman Visiting

EARL MINDERMAN, FCC information director, is visiting several stations throughout the country to become "better acquainted". On Thursday last week he visited WJR and other Detroit stations, after which he was to visit Cleveland stations, then head East, returning to Washington on Feb. 6 when members of the Commission are scheduled to return from an inspection tour of Army Air Forces communications. [BROADCASTING, Jan. 29].

Smith Named V-P

NED C. SMITH has been appointed vice-president in charge of all creative activities of Raymond Spector Co., New York. His duties will include supervision of creative work in radio, television and commercial films. Mr. Smith joined the agency last October and has served as director of clients service. He was previously senior copywriter at Kenyon & Eckhardt Inc., New York. Over-all direction of radio continues under Harold Winter, media director.

Network Time Sales Revenue Tops 126 Million for Record

Chains Double Business Volume in Five Years; Local and Spot Income Up, FCC Reports

INCREASING 21.2% over 1943, revenues from the sale of time (before agency commissions) by the four major networks reached a new high of $126,330,491 for 1944, according to preliminary network reports announced last Wednesday by the FCC.

The FCC's preliminary tabulations, based on questionnaires sent to the networks, indicated that total major network time sales have more than doubled in the five-year period since 1939, when they aggregated $62,000,000. The 1943 total was $104,243,322, the previous record.

Local Sales Up 28%

Preliminary financial reports submitted by 569 standard broadcast stations showed nonnetwork time sales (national and regional spot) aggregating $58,665,371 in 1944, an increase of 25.9% over 1943, according to the FCC. Local time sales of the stations aggregated $61,990,623, or an increase of 28.3% over 1943, the Commission report added.

At the end of 1944, the four major networks had a total of 730 affiliated stations compared with 661 as of Dec. 31, 1943. During the year Mutual added 33 stations, to bring its total to 244; Blue added 20 affiliates, for a total of 194; CBS added 9 stations, to bring its total to 143, and NBC listed 7, making a total of 149. The number of stations shown as affiliated with each network includes stations on two or more networks.

Final figures on network time sales will be released sometime after April 1, 1945, the Commission said. Also, more comprehensive data on revenue and income of standard stations will be released later.

WMAL Appeal AFRA Fee Rul

Claims WLB Decision Po Fundamental Problem

HINTING that decisions of t National War Labor Board fav organized labor against indust the Evening Star Broadcasting C licensee of WMAL Washingt last week filed petition with t NWLB seeking reconsideration the Board's Dec. 28 decision wh reversed an earlier order in t WMAL-AFRA assigned fee d pute [BROADCASTING, Jan. 22].

In reversing itself the Board h that the dispute was heard by "arbitrator" and that his rec mendations in favor of the uni therefore, should be considered award. Earlier the "arbitrator" h been designated as "hearing o cer," made recommendations fa oring the assigned fees for WMA announcers, but the Board rever his recommendations and fou for WMAL. AFRA filed petiti for reconsideration and the r versed decision resulted.

Cites Precedent

Hogan & Hartson, Washing counsel for WMAL, in its petiti compared the WMAL case to th of the J. C. Penney Co., in which similar "error" was admitted the NWLB. In that case, the "hea ing officer's" recommendations we filed and a regional Board decid against the contention of the co pany. When the company filed p tition to reconsider, the NWL held that the union was not bou by its arbitration stipulation, p tition sets forth.

In the WMAL case, the Boa in reversing its own decision, h that both the union and WMA were bound by their stipulati order and that the "hearing o cer's" recommendations were, fact, an "arbitrator's award."

"The decision of this Board the Penney case and the last de cion in the instant case are irrec cilable," said the petition. "In bo cases the Board freely admitt that erroneous procedure result from its own error. In both cas the error persisted throughout t proceedings. . . .

"Since the union was entitl to retain the benefit of its fav able Board decision on the mer of the Penney case, it is a simp corollary that WMAL's rig should be measured by the sa yardstick and it should not be m with the pious announcement th it should 'in fairness be bound h (the) arbitration agreement. . which in the Penney case th Board saw fit to ignore."

Asserting that while the dispu concerns only "six staff announ ers" employed by WMAL, petitio declared "it presents a problem fundamental importance."

RTPB, FMBI Propose Counter-Allocation

FM Band 46-70 Mc Is Suggested By Zenith Head

By BILL BAILEY

MORE THAN a clew to a compromise to the FCC allocation proposals above 25 mc was offered today (Feb. 5) by Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago, who suggested in a statement to BROADCASTING that the FM band be placed at 46-70 mc.

Following a meeting Jan. 24 of the Radio Technical Planning Board in New York, and a session Jan. 26 of a special committee of the FM Broadcasters Inc., also in New York [BROADCASTING, Jan. 29], it was learned that leading members of both organizations had tentatively agreed on a compromise proposal to that offered by the FCC to move up to 84-102 mc. Although both RTPB and FMBI members were reluctant to discuss their proposal, it was reported that they had discussed it informally with members of the FCC.

Now United

One of the big stumbling blocks in the way of a unanimous compromise was the failure of various RTPB panels to get together. When Dr. C. B. Joliffe, chairman of Panel 2 on Allocations, made a final report to the Commission on Nov. 2, last day of the allocation hearings, he made it plain that certain differences remained to be worked out.

Panels on television, FM and amateurs couldn't agree, although Panel 2 did adopt, with only one dissenting vote, a recommendation that FM be placed in the 43-58 mc band. According to speculation in Washington, both FMBI and RTPB, now unanimous, will ask the Commission, when oral argument is held beginning Feb. 28, to make the following allocations:

FM—46-70 mc.
Television—70-76 mc; six channels 78-108 mc; six channels 180-216 mc.
Amateurs—44-46 mc; 76-78 mc.

Channel No. 1 in the 70-76 mc band, would be earmarked for FM when and if television eventually moves "upstairs".

Meantime the Commission has set oral argument for Feb. 28-March 2 in Conference Room B at the Interdepartmental Auditorium, Constitution Ave., NW, between 12th and 14th Sts., Washington. Many of the allocation hearings were held in the auditorium, although the oral argument is scheduled for the Conference room, adjoining the auditorium.

Argument will begin at 10:30 a.m. and close at 5 p.m. each of these days. With the deadline for oral argument filings last Monday, the FCC reported that requests had been submitted by some 25 organizations and corporations, in addition to those of the RTPB. Dr. W. R. G. Baker, RTPB chairman, has requested blanket permission for all panel chairmen and committee chairmen to appear, although many of them will not take part in argument, he said.

Harry M. Plotkin, FCC assistant general counsel and chief of the litigation section who organized the allocation hearings, emphasized last week that although the deadline for filing for oral argument had expired, all interested persons still have until Feb. 21 to file briefs, of which 25 copies must be supplied.

What appeared to be a well-organized battle between the FMBI and Television Broadcasters Assn. over the lower part of the spectrum from 40 mc up, likely will be brought into the open in the oral argument. The FMBI has gone on record as opposing the FCC proposed allocations, declaring that there was no foundation for moving FM to above 84 mc.

On the other hand both television interests—the advocates of "downstairs" video and proponents of "upstairs" sight-and-sound broadcasting—have commended the Commission's proposals, much to the astonishment of observers [BROADCASTING, Jan. 22]. During the alocation hearings both interests made it plain they would fight to the last verbal ditch to attain their respective goals.

DuMont Statement Questioned

Last week, however, it was common knowledge in Washington that one of the strong opposition points of the FMBI in the forthcoming oral argument will be a statement by Allen B. DuMont, president of the Allen B. DuMont Labs. and immediate past-president of Television Broadcasters Assn., who said, in part:

"Television has again been given the 'green light' and can with confidence resume its progress toward fullscale postwar commercialization. The channels assigned permit the design and manufacture of practical television receivers which can be tuned to any telecasting station, plus the FM channel, as well, for day-round entertainment."

It is that sentence—"which can be tuned to any telecasting station, plus the FM channel, as well," on which opponents to the proposed allocations are reported ready to go to bat. They contend, it was said, that the television interests, sensing the delay which will be brought about in FM if the band is moved upwards, as proposed, will leave the half-million present set-owners without adequate FM service.

Meanwhile with the No. 1 television channel proposed for 44-50 mc, opponents say that television operators can broadcast all but two or three hours daily on sound channel only and the broadcasts can be received on regular FM sets. In that connection it was learned that inquiries have been made at the FCC with reference to the proposed operation of television stations for 16 or 18 hours daily on sound channels alone, and two hours evenings with pictures.

Inasmuch as the FCC has indicated it looks upon FM and television as two distinct services, it appeared unlikely that the Commission would permit a television station to operate on sound only for most of the day and on video

(*Continued on page 66*)

McDonald Says FCC Proposal Would Delay FM Expansion

500,000 Sets Would Become Obsolete, He Adds, And Thousands of Workers Would Lose Jobs

SHIFTING FM from the 42-50 mc band to 84-102 mc, as proposed by the FCC, not only would make useless 500,000 sets costing 50 million dollars, but it would delay expansion of FM so much that it would cost thousands of workers their jobs and be a severe blow to postwar employment.

That's the opinion voiced by Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., Chicago, licensee of WTZR, television station, and WWZR, FM outlet, in a statement today (Feb. 5) to BROADCASTING. Comdr. McDonald, a pioneer broadcaster and first president of the NAB when it was organized in 1923, suggested that FM be allocated from 46-70 mc, coinciding with the expected recommendations of FM Broadcasters Inc. and the Radio Technical Planning Board.

FM Ready to Go

Following are highlights of Comdr. McDonald's statement:

The FCC has not made a drastic or arbitrary ruling. They have allotted time until Feb. 28 for engineers, economists and the public to be heard in Washington before making the final allocations.

FM is the one new development in radio that is truly ready to go and make new postwar jobs. There is no guesswork about this. The public has been enjoying FM's superior tone quality and freedom from static by the genuine Armstrong system on its present frequencies for the past four or five years, and definitely wants it.

Manufacturers are ready to produce it. There are 47 FM stations broadcasting today and about 250 applications for new station licenses pending. Advertisers are ready to sponsor FM as soon as construction of new transmitters and new receivers can begin. The basic experimental work is done; FM is all set and ready to go.

The suggested change would cancel out most of the radio industry's experience in FM, wipe out the already existing nucleus of listeners necessary for commercial broadcasting, and delay FM's expansion by a least one year, probably longer.

We can build the new receivers all right, because of our experience in war work, but the industry has no transmitting tubes that would be suitable for broadcasting FM on the proposed frequencies. Consequently we would have to mark time on the new FM sets until new transmitters were designed and constructed, and even then we would be starting from scratch, just where FM stood in 1940. This would mean lost jobs for thousands of workers who otherwise could shift from war work to civilian production with little or no loss of time. These jobs would be lost just at the crucial reconversion period when they are needed most.

RTPB Recommendation

When the present frequencies for FM were allocated by the FCC in 1940 we believed that they were permanent and the public bought FM receivers in good faith. Now they are in danger of losing their investment. We don't want to see that happen, even though almost all of them, having experienced FM, would be customers for new radios.

In the fall of 1943, at the request of the FCC, the radio industry set up an organization known as the Radio Technical Planning Board to consider such problems as postwar frequency allocations and standards. This board represented the best radio engineering talent in the U. S. It carefully considered the question of interference, and recommended in 1944, by a vote of 24-1, that FM be permitted to remain where it is.

Maj. E. H. Armstrong, the inventor of FM, has told us that the present FM range is satisfactory from an interference standpoint. If we felt that there was any serious danger of interference in the present frequencies, we would be the first to urge that FM and television, as well, be moved to the higher frequencies.

The only argument advanced for moving FM is that if left in the present band stations might be subject to and cause some interference. Yet it is proposed that television, which is far more subject to interference than FM, be left in this portion of the spectrum, and that 30 existing FM channels be sacrificed to make room for just one additional television channel. There are fewer than 10,000 television receivers in operation in the U. S. as compared with the 500,000 FM receivers owned by the public that would be made obsolete by the change.

Suggests 46-70 Bond

Why not start FM at 46 mc and extend the band upward to 70? This will overlap the present band enough to make room for all existing FM stations, plus a considerable number to be built after the war, and will prevent complete obsolescence of FM receivers now in the hands of the public. It will also give FM the additional space it needs.

Even though FM has superior tone quality and freedom from static, FM stations can be put up by newspapers and others and operated at lower cost than standard broadcast stations. There will be room in the FM frequency band for thousands of stations, as compared with only 924 AM broadcast stations now in service.

If FM is not stymied, and present receivers are not obsolesced, the immediate postwar expansion of FM will give much greater public service than radio now renders. I am confident that the FCC will give full consideration to the public's interest after hearing from manufacturers, engineers, economists and the public before hearing on Feb. 28.

Union Act Abridges Liberty--DeMille

Battle Over Assessment By AFRA Aired By 'March of Time'

BROADENING THE issue to one of basic political freedom, Cecil B DeMille in a three-minute cut-in from Hollywood during Feb. 1 broadcast of Blue program *March of Time*, presented his reasons for refusing to pay the controversial AFRA $1 assessment fee which caused his suspension by the Union.

Mr. DeMille sought relief in Los Angeles Superior Court, with Judge Emmet Wilson, however, ruling in favor of the Union's right to levy such assessment and penalize delinquent members [BROADCASTING, Jan. 29]. Thus DeMille was deprived of his lucrative job as director-producer-m.c. of CBS *Lux Radio Theatre* which reportedly brought him $98,500 annually.

Phrasing the controversial question: "In an election do my rights as a voter belong to me or do they belong to a union"? Mr. DeMille pointed out, "I am a union man but this is no question of unionism or non-unionism. It has to do with the abuse of power, for I cannot concede that the union by-laws take precedence over the Constitution of the United States or the Constitution of a state".

"Your Fight, Too"

Starting with the premise that a union operating a closed shop becomes a monopoly of labor, he added, "It controls the lives, fortunes, happiness of all for all must join it in order to work. Therefore, it has a responsibility to the public just as a water company which controls all the water in a community." He enlarged, saying, "The courts, the legislatures and the Congress also have a responsibility to see that the rights and freedom of the people are protected as well as the welfare of the union."

Stating his belief that "To preserve our freedom we must fight for it and our weapon is the ballot," he urged, "You elected the Legislature and the Congress. Ask them to protect the freedom of that ballot and so guarantee your liberty".

He warned his audience: "This is not only my fight—it is yours. It is your liberty here in the United States that is more than threatened. Much of it is gone. A power has been built up in this country that is antagonistic to individual liberty and Constitutional Government. When freedom of individual choice in an election is taken from us—the right to support at the polls what people and propositions we choose with our money or our voice or our vote—when that is taken from us because of our convictions and we are arbitrarily denied the right to work and make a living—then the cornerstone of government by the people is removed and the whole structure of liberty collapses."

Mr. DeMille prefaced his remarks with the familiar salutation used on weekly CBS *Lux Radio Theatre:* "Greetings from Hollywood, ladies and gentlemen."

Blue executives pointed out that Mr. DeMille's appearance on the program in no way violates its agreement with AFRA inasmuch as he appears as a private citizen, and not an actor. AFRA will give its side of the controvery during Feb. 8 broadcast of *March of Time*.

Legislative Step

As aftermath of the DeMille Controversy, Assemblyman M. Philip Davis of Los Angeles and Assemblyman Harrison W. Call of Redwood City introduced a bill in California State Legislature to protect union members in the matter of contributions to political campaigns. Bill declares it shall be unlawful for a labor organization to levy an assessment upon any of its members to raise funds to participate in a political campaign, or to suspend or discriminate against such members for refusal to pay such assessment. Bill would not prohibit volunteer contributions.

Meanwhile Radio Directors Guild has initiated its campaign to demand proper designation of producer credit on *Lux Radio Theatre* by making formal request to J. Walter Thompson Co., agency servicing Lever Bros. account. DeMille during his nine years appearance on that program has been credited as producer-director-m.c. although others have actually directed the dramatics. With DeMille off the show and Lionel Barrymore temporarily filling in, RDG allowed time was opportune to get credits straight.

Hollywood Chapter of RDG in a telegram to J. Walter Thompson Co. stated, "We hope in fairness you will consider giving air credit to the director of *Lux Radio Theatre*, especially if you continue to give the title of producer to the host, master of ceremonies or narrator."

In taking over as guest substitute on the Jan. 29 broadcast Mr. Barrymore said, "In the absence of C. B. DeMille I am going to act as your producer of the *Lux Radio Theatre*." No other mention was made of DeMille or his AFRA controversy. Barrymore is scheduled to appear on the program again tonight, with other guest producers on subsequent broadcasts until De Mille's appeal of a Superior Court decision upholding the union assessment is settled. De Mille when barred from the air stated he would carry his fight to the Supreme Court if necessary. His next appeal will be to the Appellate Court. Union assessment was to fight the right-to-work proposition on the November last California State ballot.

Lawrence Tibbett, president of AFRA, said, "AFRA is out to establish the principle that when any protective organization is threatened by proposed legislation its members have the right to assess themselves by majority vote for the education of voters as to what issues are involved."

Charging DeMille with distorting the issue, Mr. Tibbett pointed out that "all of AFRA's contracts in California, assuring fair wages and working conditions to thousands of radio artists working in that State, were threatened by the proposed Proposition 12, defeated in the 1944 elections."

Radio Brings Gladness to U.S. With Word of Bataan's Heroes

RADIO PLAYED humanitarian throughout America as the thrilling news of Bataan's "glory marchers", delivered from a Luzon prison camp by intrepid American Rangers and Filipino guerillas, was announced to the world last week by Gen. MacArthur.

Names of the rescued moved on regular leased wire services at 9:34 a.m. (EWT) Thursday. Radio wires carried them later. As the lists poured into station newsrooms, they were read on the air — and many stations asked listeners to "call us if we can help you confirm relationship to any of the men who have been freed".

Want to Stay

Results were immediate. In a two-day period in Washington, for example, WRC assigned six people to handle over 1500 telephone calls. Four persons were told the good news by the WRC operators that their relatives were safe. The Capital's NBC outlet started soliciting appeals from listeners at 7 a.m., two hours before the names were moved. All networks reported similar activity.

One prisoner with radio connections noted among those delivered was Lt. Earl Baumgardner of 34 Powell Street, Yonkers, N. Y., former RCA manager in Manila. "I am floating on clouds," he told newsmen. He said he and his comrades wanted to stay with the liberating forces until they entered Manila.

Another former radio man among those rescued was Lt. W. D. Gibson, Stamford, Conn., technical engineer with the original Voice of Freedom station on Corregidor. He,

(*Continued on page 68*)

WJZ Abandon 24-Hour Schedul

Fulltime Operation Prov Too Wearing on Equipmen

WJZ New York, beginning F 18 will go off the air from 2 to a.m., abandoning the 24-hour erations put into effect as a w emergency measure shortly aft Pearl Harbor. Station had cont ued beyond the termination date the emergency period sever months ago, but has found roun the-clock operations worked great hardship due to wear a tear on tubes and equipment, a lack of time to maintain and ser ice equipment, it was said.

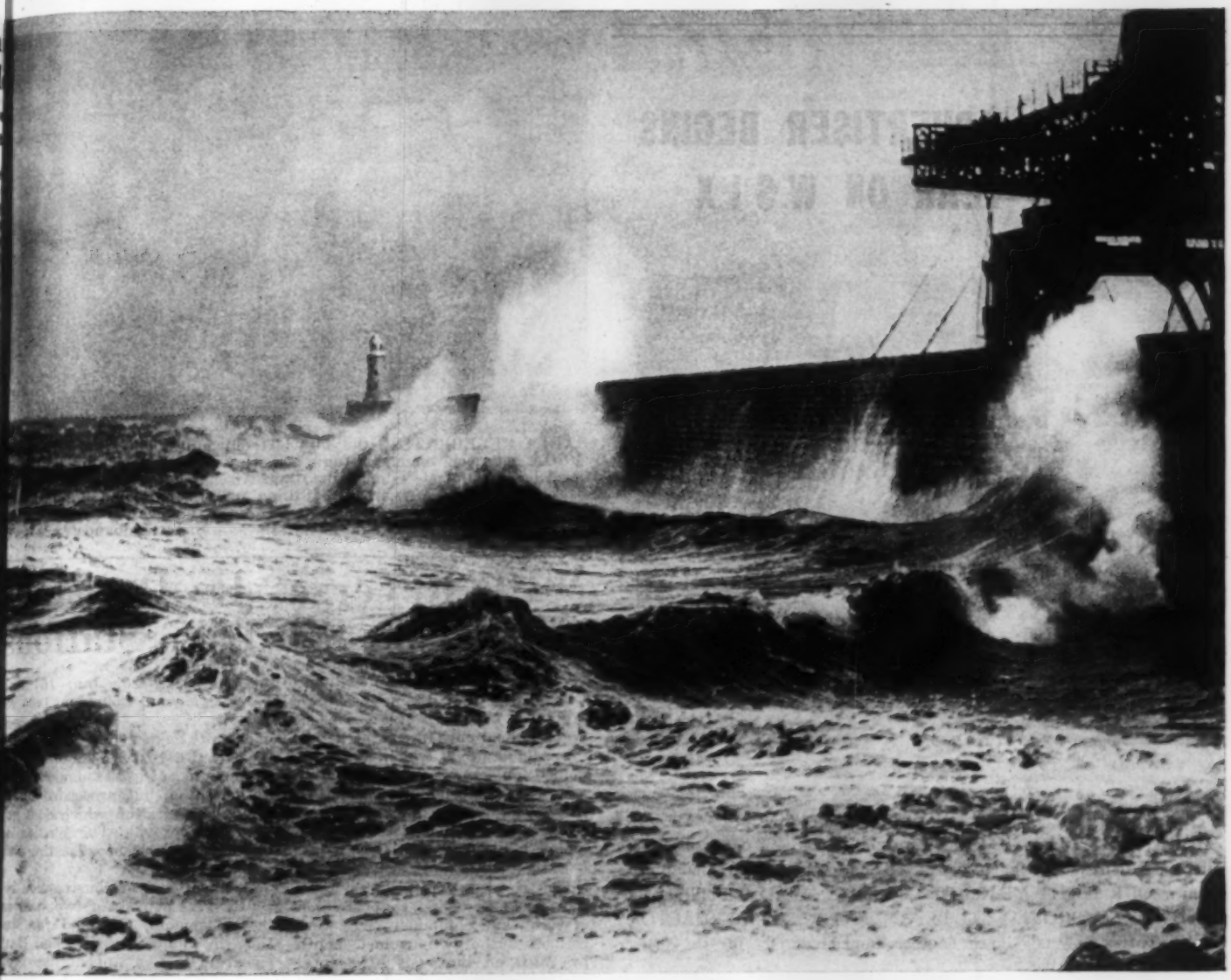
Disc Time Limited

Curtailment of WJZ's operati hours reduces the time not fected by its ban on transcrib programs, [BROADCASTING, Ja 29] with only the 6-8:30 a. hours of the new broadcasting d open for discs after Feb. 1. Ma reason behind the ban, accordi to John McNeil, WJZ manager, that in New York, being the he of the talent center, there is n the need for playing a program a disc, when it is available live.

Early-morning hours are occ pied by an Allan Kent-Austen Joh son all-night, all-music progra introduced in February 1942, a now heard 1-6 a.m. with hour news flashes the only spoken wor Program is sponsored on a packa announcement basis by Pepsi-Co Co., Prince George Hotel and A Arakelian Co. and is aimed at nig audiences created by wartim working conditions.

Included in the audience are estimated 25,000 workers in loc plants who carry the program their public address systems. Sta tion will fill the 1-2 a.m. peri with record session by Stan Sha

CAKE TO CELEBRATE radio 25th birthday gets cut by NA President J. Harold Ryan, wi Portland's Mayor Earl Riley len ing moral support. Along with 15 Northwest broadcasters, Mr. Ryan was attending a dinner given b KOIN for the NAB 17th Distric meeting held in Portland.



Sea Wall

A safety zone beyond the storm . . . a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time . . . safe against the howl of sales chatter . . . safe against the deluge of high pressure.

That safety zone is W-I-T-H . . . the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest number of listeners at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the Baltimore facts about W-I-T-H before any budget is approved.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

ANOTHER ADVERTISER BEGINS NINTH YEAR ON WSIX

After advertising on WSIX for eight consecutive years, Mr. Arch Trawick, vice-president of Jersey Farms Milk Service, operators of one of the finest pasteurization plants in the South, made the following statement: "OUR EIGHT YEARS OF CONSISTENT ADVERTISING ON WSIX HAVE PROVED TO BE AN ENTIRELY SATISFACTORY INVESTMENT"—and signed another annual contract for six quarter-hour programs weekly.

Such long and consistent use of WSIX, by so many local advertisers who are in a position to know its public acceptance and ability to produce satisfactory and profitable sales, is serving as a helpful guide to the national advertiser who has something to sell to the Nashville, Middle Tennessee and Southern Kentucky Market. For more information write or wire.

THE KATZ AGENCY, INC., ***National Representatives***

Blue and Mutual Networks

5000 WATTS **980 K.C.**

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

SADLY CELEBRATING the 40th birthday milestone is Jack Rathb WCOA Pensacola manager, (aging gentleman with blonde on lap), c soled by staff members of the station. Attending the wake are (l t back row): June Watson, Ruth Fillingim, Winston Loyd, Bessie Re Robert A. Stark, Robert Maurer, Margaret Dunaway. Front row, Rathbun, Barbara Ansbaugh, Lamar Morgan. Black armbands were w

WPB Reverses Its Decision On Macon, Salt Lake Station

OVERRULING its Radio & Radar Division, the War Production Board last week reversed its action on two applications for construction of radio stations which had been denied on the ground that they were not considered essential to the war effort. The applications are for a regional in Salt Lake City and a local in Macon, Ga.

Both stations had received conditional construction permits from the FCC, certifying to possession of necessary equipment, but were refused authorizations last month by WPB on the basis of general WPB War Manpower Commission policy which vetoed the need for the additional facilities in the areas concerned in view of the manpower situation. However, the WPB Construction Bureau, which reviews appeals, held that the stations will offer a service which will contribute to the war effort. It was understood also that in view of the fact that the applicants are already in possession of materials and that a relatively small amount of labor is needed the projects should not be denied.

John Creutz, chief of the Domestic & Foreign Branch, Radio & Radar Division, declared that the action of the Board involves no change in policy but he said he would be surprised if additional appeals are not filed, in view of last week's overrrulings by the Construction Bureau. He explained that the denials were concurred in by all members of a committee which reviews applications for all construction projects having to do with radio, manufacturing and broadcasting.

The Board's action will permit the construction of the Hinckley-Hatch station in Salt Lake, a full-time 1 kw outlet on 910 kc [BROADCASTING, Dec. 25, Jan. 16] a WNEX Macon, 250w on 1400 to be built by E. M. Lowe. A s ond Salt Lake facility owned the Granite District Radio Bro casting Co., also was denied W authorization but proceeded un the $200 limitation which does require approval. The station expected to begin broadcasting t week.

Applications for construction cently were denied for two stati in Sacramento, Cal. and for s tions in Petersburg, Va. and H risburg, Pa. An appeal has be filed by Lincoln Dellar for one the Sacramento outlets.

The Division has denied all a plications for new stations sin the middle of December but has a proved two applications since th for construction of new studios f existing stations. These were f KFAB Lincoln, Neb., and WG Chicago. However, the Constru tion Bureau refused to grant t authorizations.

U. S. STEEL PLANS SPRING NET SERIES

U. S. STEEL Corp., Pittsburg definitely plans to sponsor a n work program early this spring cooperation with the Theatre Gui Inc., New York, although unab to secure the full Sunday 10-1 p.m. period originally insisted up on the Blue Network, according a company spokesman.

American Meat Institute, Ch cago, has declined to move its *Li of Riley* from the 10:30 p.m. perio to free the full hour for U. S Steel. Latter program was renewe for 52 weeks Jan. 4, and the ne work increased from 163 to 19 stations. Agency for U. S. Steel BBDO, New York and for the In stitute, Leo Burnett Co., Chicago.

WASHINGTON has ARTHUR GODFREY
NEW YORK has MARTIN BLOCK
NOW, DES MOINES has GENE EMERALD

Gene Emerald is the sort of fellow you will enjoy knowing. Listeners and advertisers alike, agree that his show and his warm personality have brought a new brand of radio to Des Moines. It's 3:30 to 5:00 each afternoon.

He has just returned from 18 months overseas with the U.S.O. Iowans feel close to Gene Emerald because he knows their people in the armed service . . . has entertained them, talked with them, traveled with them. Before the U.S.O. it was Supper Clubs and radio.

With the aid of Patty at the platter table, Dayse Mae's organ background for his own songs and Betty Wells to give news on the half hour, the Gene Emerald Show has "taken root" in Des Moines.

The Gene Emerald Show is representative of the intimate, close-to-the-heart programming that has won for KRNT a very real place in the lives of its listeners. Advertisers in metropolitan markets learned long ago that similar musical personality shows pay off in a big way. Yes, NEW YORK HAS MARTIN BLOCK . . . WASHINGTON, D. C., HAS ARTHUR GODFREY. NOW . . . DES MOINES HAS "GENE EMERALD."

Some quarter-hours and announcements in the Gene Emerald Show are still available . . . but you'd better hurry. Others are already getting the same idea. Call your nearest Katz Agency Office right away.

KRNT
THE GOWLES STATION IN
DES MOINES
Represented by The Katz Agency

WHERE SKILL
SOLVES MANY A MAZE

Intricate problems in electronic munitions making, requiring advanced radio engineering, find ready solution at International Detrola, where the quick questions are: how well? —how exacting?—how swiftly can we build it? Trainloads of first-quality equipment sent to our troops afield echo the answers. The day is coming when these war-tested talents will provide the very finest in Detrola-built Radio Receivers . . Television Receivers . . Automatic Record Changers, and other electronic instruments.

BUY MORE WAR BONDS

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.

C. RUSSELL FELDMANN PRESIDENT

CANADIANS UPHOLD 'THRILLERS'

No Complaints on Delinquency Angle, Stations Report to CBC Board

CANADIAN stations have had no specific complaints that "horror" or "thriller" type programs have led to juvenile delinquency, the Board of Governors of the CBC was informed at Ottawa on Jan. 29 by Joseph Sedgwick, counsel for the Canadian Association of Broadcasters. The results of a CAB survey of member stations showed that no welfare officer or juvenile court judge contacted by the stations throughout Canada attributed juvenile delinquency to these programs.

The CAB brief to the CBC board was presented as the result of a CBC release to Canadian newspapers that CBC officials were planning to ban horror programs and that only privately-owned stations carried such programs. The CBC statement came after a number of complaints by educational and medical bodies, none of which cited specific programs or specific cases of such programs contributing to or causing juvenile delinquency [BROADCASTING, Dec. 25, 1944].

Adult Shows

Early last year the Montreal Kiwanis Club singled out *Dick Tracy, Inspector Hawke & Son, The Shadow, The Weird Circle, The Green Hornet,* and since then other organizations have added *Terry and the Pirates,* and *Counter-Spy.* The CAB survey showed that few of these programs were carried right across Canada, that not all of them were children's programs, and that radio stations could not be expected to stop children from listening to adult "thriller" shows. Some of these are carried on networks, and the CAB brief showed that the CBC network carries *The Shadow,* as well as similar network shows *Big Town, The Thin Man,* and *Ellery Queen.* Private stations on the CBC networks have to carry these programs, CAB counsel Sedgwick pointed out.

Mr. Sedgwick referred to current books and moving pictures, to *Othello, MacBeth* and *Hamlet* as "thrillers", then went on to say that "radio cannot, by its own efforts, create or control public taste. Generally speaking it must cater to the taste of the time if it is to retain audience, and as there is a demand for this kind of entertainment, radio must in its field meet that demand. But most of these programs are not *intended* for children, and radio stations cannot be expected to eliminate these otherwise objectionable programs merely because a few neurotic children listen to them and are possibly affected thereby.

"It is not without significance that of the stations reporting, none have had any complaints from parents, or from those having the actual care of children. Also, the resolutions of the Canadian Medical Assn. and the Toronto Board of Education are both general in character, and do not name specific programs or make specific complaints though they have been asked to do so." He urged the CBC board to stand with the CAB on the question, to investigate jointly and to demand specific cases of harm done by these programs from those making complaints.

BMB Sessions

MEETINGS of radio advertising agency and sales executives were held at Toronto Jan. 30, and at Montreal Feb. 1, to learn all details of the operations of the Bureau of Broadcast Measurement, Toronto. A full discussion of the basic principles underlying the figures of the BMB reports, interpretations of problems which have come up, and general discussion on the reports were on the agenda of the meetings which took the form of luncheons. Final maps and tables, daytime and nighttime for 49 member stations, were distributed in late January.

RADIO 'INANITIES' CITED BY AGENCY

MUZAK proposal that three channels of the FM frequencies be set aside for subscription radio, with subscribers paying a fee to get program service without advertising, is cited as proof of growing resentment of "the frivolities and inanities of radio commercials," in the January issue of *Television Grey Matter,* bulletin issued by Grey Adv. Agency, New York.

Bulletin continues: "What connection does this have with television? Just this: The public will be even less tolerant of blatant advertising in video broadcasts than it is with radio. Because it will be somewhat more difficult to escape undesirable television commercials, public reaction will be just that much more emphatic.

"We have seen video commercials that worry us because they so completely abuse the privilege of being invited into the American home. If advertisers, and the television broadcasting companies, and advertising agents, do not get together to prevent video commercials from getting out of hand, then public reaction may lead to subscription television, in whole or in part."

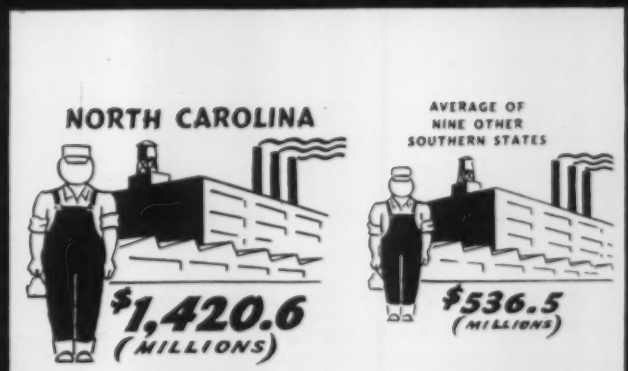
Fly, Austrian Talks

JAMES LAWRENCE FLY, former Chairman of the FCC, will speak on the Commission's allocations proposals Feb. 5 at the monthly luncheon meeting of the Television Press Club at the Sheraton Hotel, New York. Ralph Austrian, executive vice-president, RKO Television Corp., will discuss television receiver merchandising.

Ziv's Kroger Discs

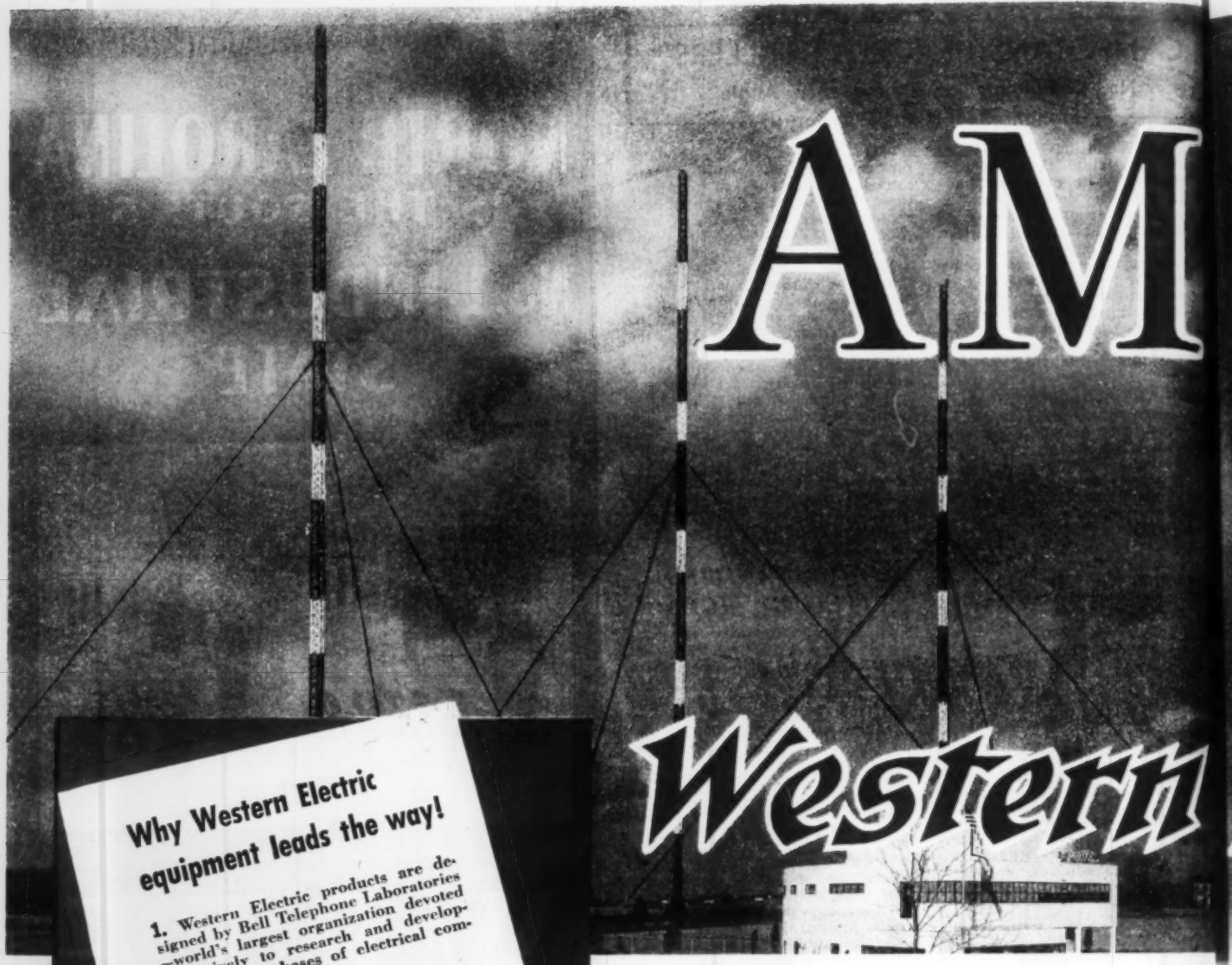
FREDERIC W. ZIV Co., New York, production agency, has been appointed by Ralph H. Jones Adv., Cincinnati, to package and produce the transcribed daytime serials *Mary Foster, Editor's Daughter* and *Hearts in Harmony,* both sponsored on some 80 stations in the Midwest and South by Kroger Grocery & Baking Co., Cincinnati.

NORTH CAROLINA
IS THE SOUTH'S
No.1 INDUSTRIAL
STATE



WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 KC)
IS NORTH CAROLINA'S
No.1 SALESMAN
WPTF • RALEIGH

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES



AM

Western

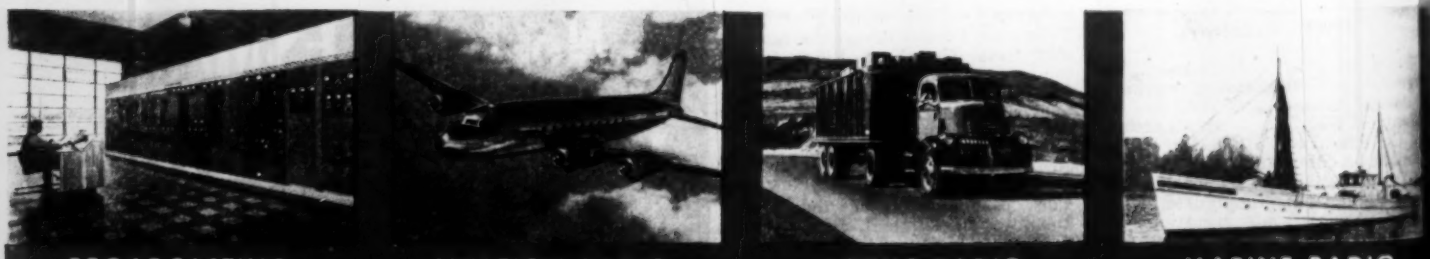
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

There can be no question that both AM and FM are slated for important jobs in the world of tomorrow—in broadcasting, aviation, mobile and marine radio. And Western Electric will offer you the finest equipment of each type—backed by 76 years of leadership in making communications apparatus for almost every purpose.



BROADCASTING AVIATION RADIO MOBILE RADIO MARINE RADIO

Western Electric has specialized

I or FM

Electric
equipment leads the way!

As a result of intensified wartime research at Bell Telephone Laboratories, of improved manufacturing techniques and increased production facilities at Western Electric, many new things are now being produced which will have peacetime applications.

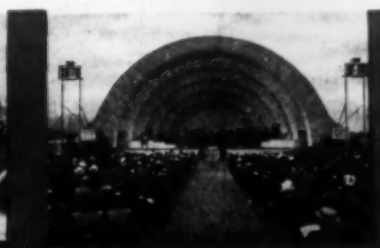
In the years of progress that lie ahead for radio, count on Western Electric to lead the way!

Western Electric

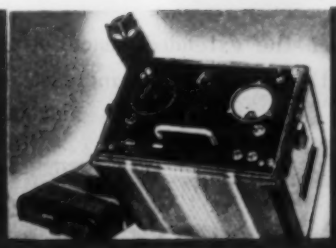
Graybar — Distributed by Graybar Electric Company

Buy all the War Bonds you can . . . and keep all you buy!

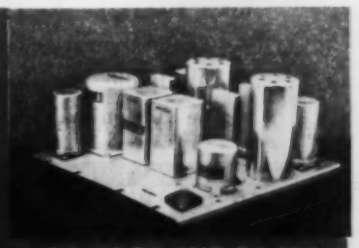
TELEVISION



SOUND SYSTEMS



ACOUSTIC INSTRUMENTS



COMPONENT PARTS

knowledge in all of these fields

WOW! OVER A HALF-MILLION LETTERS IN 1944

ENOUGH mail to make any Hollywood star envious . . . 503,916 pieces. That's Big Aggie's record for 1944! Nearly 20 percent over the best previous record. It's a right smart batch of mail, even for a station whose potent signal reaches out to nearly five million folks in five great agricultural states.

Those figures constitute more than merely a new WNAX mail record. They are the natural result of the keen neighborly interest in WNAX on the part of radio listeners in Minnesota, Iowa, Nebraska, North and South Dakota.

They accurately reflect the extended reach of America's Tallest Radio Tower and the corresponding increase in the Big Aggie station's ability to serve its listeners — and advertisers.

83,261 FAMILIES WRITE for WNAX Schedule

Thousands of WNAX listeners live beyond regular reach of daily newspapers and radio columns. So, to keep in close touch with what's going on at WNAX, 83,261 families recently wrote to get on the list for the complete lineup of WNAX programs. When 83,261 families write for a weekly schedule—they must be interested in WNAX programs. They are consistent listeners too.

570 on the dial **WNAX** *A Cowles Station* SIOUX CITY · YANKTON

Radio Allocated Penny More of Retail Advertising Dollar, Survey Discloses

RADIO WILL get a penny more of the retail advertising dollar in 1945 than it did in 1944, if the budgets of the 160 retail stores responding to an advertising survey conducted by the National Retail Dry Goods Assn. are typical.

A breakdown of their answers shows that 8.1% of the advertising went for radio in 1944 and that 9.1% will go for radio this year. Newspaper advertising concurrently slips 1.5%, from 82.6% last year to 81.1%. Direct mail will get 5% of the retail budget in 1945 as compared to 3.9% last year, while other forms of advertising drop from 5% to 4.3%.

Of the 160 stores, 42 will increase the percentage of their advertising devoted to radio; 8 will decrease it; 56 will keep it the same; 52 stores did not use radio last year and do not plan to use it this year; 2 stores did not report on their advertising breakdown.

Thirteen stores tried radio for the first time in 1944. Of these, six will spend more for radio in 1945; three the same; one does not report on its plans and three are giving up radio completely after the first trial.

Percentage of advertising appropriation devoted to radio varied from 0 to 93% in 1944 and will vary from 0 to 90%, according to the estimates for 1945. Newspaper expenditures vary from 0 to 100%, with 19 stores reporting no advertising except in newspapers and one store reporting no newspaper advertising.

STOWE TELLS RADIO REPORTERS' TRIALS

"TREMENDOUS respect" for the "very tough and often thankless job" that radio's war correspondents are doing was expressed last Wednesday by Leland Stowe, himself just back from 12 weeks in the European war zone, at a news luncheon given by the Blue Network at the Waldorf-Astoria Hotel, New York.

In contrast to his own weekly trips to shortwave his programs, which were transcribed, back to the Blue, Mr. Stowe described the lives of Blue correspondents George Hicks and Gordon Fraser who were billeted in Belgium, some 20 or 25 miles from the front, and who ha to travel three hours or more over roads packed with military traffic to get to military headquarters for briefing at 10:30 or 11 each morning. Then Fraser had to travel another 15 miles or so to the transmitter, often arriving only a minute or two before going on the air at 1 p.m.

This process was frequently repeated in the evening, Mr. Stowe said, following which the correspondent would travel back the 40 miles or so from the transmitter to his quarters, reaching them late in the evening to snach some sleep before starting out again at 7 the next morning. The weather was bitter cold and the transmitter location and sections of the road were under German fire much of the time, Mr. Stowe said, stating that few people at home appreciate what the radio reporters abroad go through to get their few minutes of news on the air. Theirs is a much tougher job than that of the newspaper correspondents, he said. Mr. Stowe broadcasts on the Blue each Saturday, 7:15-7:30 p.m., for the National Board of Fire Underwriters and each Sunday, 1:55-2 p.m., for Grove Labs.

CBS 'School' Meeting

ANNUAL MEETING of the National Board of Consultants for CBS's *American School of the Air* has been scheduled Feb. 16 at CBS headquarters in New York. Board will review the current season of the educational series and discuss 1945-46 plans. A number of meetings of teachers, librarians and educators are scheduled for February in connection with the 15th anniversary of the *American School of the Air* on Feb. 4.

WLOL Elects Board

BOARD of Directors of WLOL Minneapolis last week elected the following officers: E. S. Mittendorf, president; Charles J. Winton Jr., vice-president; Fred F. Laws, vice-president in charge of Sales; Ralph L. Atlass, treasurer; Virginia Mittendorf, secretary.

FIRST Primary coverage on the Olympic Peninsula—

PORT ANGELES, Washington

KONP

HEADQUARTERS, OLYMPIC NATIONAL PARK

250 watts
1450 kc.

Northwesternmost Station in the U. S.

INTRIGUING!

To you she may be just another pretty hillbilly, but to us she represents one of several WWVA informal and homey entertainers who mix it with grand opera, symphony, Joe E. Brown, Don McNeill, Raymond Gram Swing, Dick Tracy, David Harding, Fred Waring and a host of other headline folks, in a manner that gives WWVA an atmosphere of honest-to-goodness friendliness. It's a friendly style that has surely caught on, as this listener's note testifies:

"A couple of summers ago we were visiting friends in your fair city, and while there visited your studios. We were so intrigued by the informality of your style, we listen regularly to your station."

It's intriguing informality that makes us *One of the World's Better Radio Stations.*

—ASK A JOHN BLAIR MAN—

Basic Blue Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS WHEELING, WEST VA.

Wake up Mr. Time Buyer!

there are

60 markets available with

Fulton Lewis, jr.

... all with a rating of

10 or better!

In these days when really *good* programs are few and far between and *good time* is hard to get . . . be sure you buy a show that will sell your client's product. Fulton Lewis, jr., has proved this for over 130 sponsors. For full particulars, phone, wire or write,

William B. Dolph, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

WSRR Sold to Publisher By Rintoul for $161,000

A TRANSACTION whereby WSRR Stamford, Conn. local, would be sold by Stephen R. Rintoul, radio sales executive of the Katz Agency, station representatives, to a newly-formed corporation in which Kingsley Gillespie, publisher of the *Stamford Advocate*, is the majority stockholder, was completed last week subject to FCC approval. The contracted sales price is $161,000, exclusive of quick assets, covering cash on hand and receivables at the closing date.

Mr. Gillespie personally would acquire control of WSRR, while his newspaper would acquire a minority interest. The newspaper and station would be operated as separate entities.

Mr. Rintoul began operation of WSRR in 1941, following a five year effort to secure a new outlet in Stamford. The station, which operates on 1400 kc with 250 w, is on the Blue and the Connecticut Networks.

Before joining Katz in 1937, he had served as station relations head of World Broadcasting System with which he had been since 1930.

N. Y. AFRA Meeting

NEW YORK local of American Federation of Radio Artists will hold its first membership meeting of 1945 on March 1 at the Hotel Edison. House Jameson, recently elected president of the local, will preside. Members wishing to present resolutions to the meeting must submit them to the local's board by Feb. 15.

WNEW New York is conducting its second annual "American Swing Festival".

Miss Bergi Boe
MacFarland, Aveyard & Company
Chicago, Ill.

Dear Bergi:
Hello Boe, whadda yuh know? We just ran a contest. Here's what the figures show . . . anyone who wants to reach 29 counties in West Virginia, wants to reach WCHS. Here's the dope. . . . Cap, Andy and Milt, local entertainers on WCHS, sponsored by the Cohen Drug Stores, ran a War Bond contest for one week and piled up letters from 29 counties in West Virginia with a strong representation from Ohio, Kentucky and Virginia, too. Just thought you'd like to know.

Yrs.,
Algy

P.S.:
If you want more of the WCHS coverage story . . . see a Branham man!

WCHS
Charleston, W. Va.

Feb. 1. . . .

. . . is not only the birthday of Alex Griffin, commentator for WIP Philadelphia and Mutual, it also happens to be his one-year milestone as star WIP commentator and also the date he started under the new sponsorship of Griffin (no relative) Mfg. Co., Brooklyn, to promote Griffin shoe polish.

GALLUP DESCRIBES REACTION MACHINES

TWO instruments used by Audience Research Inc. in protesting reaction to motion pictures and, in a lesser degree, to radio programs were shown and explained to the motion picture and advertising press last Monday by George Gallup, research specialist whose operations includes ARI.

First device, which ARI has used for the past four years, is the Hopkins Electric Tel Voting System, by which representative groups of up to 200 persons can register their reactions, favorable or unfavorable, to what they see or hear by turning hand dials. The machine averages individual reactions and records an audience graph, which, when matched with the script, gives a minute-by-minute analysis of the group's response to the picture or radio program. Combined with extensive questioning preceding and following the preview, this graph gives the producer a good indication of the overall reaction to his offering.

Second machine, a box with five raised buttons indicating five degrees of reaction from extreme like to extreme dislike, measures individual reactions and is called a Unit Ballot Analyzer. Newer than the group voting measurement machine, it is adaptable for home use by individuals under normal listening conditions and may be especially good for qualitative radio response measurements, Dr. Gallup said.

Most of ARI's work has been in the motion picture field, Dr. Gallup reported, radio work being largely in the experimental stage although it has been used to find the reaction to commercials, songs and other individual program items.

WINN

LOUISVILLE

No Other New York Station or Program Reaches So Many Listeners, So Often, For So Little....

FIVE times every weekday . . . at 8:25 a.m. and hourly from 6:25 to 9:25 p.m., "People Know Everything" holds New York's radio spotlight. For each period, every day, a question is selected from the thousands submitted by WOV listeners. The announcer audibly telephones a number and if the person who answers the phone knows the answer, the money on deposit is shared alike by questionee and questioner. If the question is not answered the money accumulates for succeeding broadcasts. "People Know Everything" has been deliberately spotted in programs with Hooper and Pulse ratings that place them at the top in listener appeal among all New York Independents. A limited number of strips are still available. Write, wire or phone for details.

WOV
New York
THE KEY TO TWO MARKETS

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

When you play the same course week after week the course must be good!
When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the sales "score card" must look mighty good!
A very few availabilities left . . . better tee off now!
3RD MARKET
5000 WATT
MUTUAL AFFILIATE
PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY
Represented Nationally by GEO. P. HOLLINGBERY CO.

U. S. SPONSORSHIP ACTIVE IN ANZAC

MORE THAN 20% of commercial radio programs in Australia and New Zealand are sponsored by American firms, Frank Goldberg, executive director of Goldberg Adv., Sydney, Australia, revealed in an interview with BROADCASTING. Colgate-Palmolive-Peet Co., Lever Bros. and General Motors Corp., are top radio advertisers, he said. Mr. Goldberg will remain in the United States for several months confering with businessmen on postwar advertising plans.

Spot announcements have caused no controversy, he said, since all spots, live and transcribed, can be used only at designated times during the day and are limited to 100 words. These rules are prescribed by the Australian Broadcasting Commission. There are no singing commercials as yet. He said that two organizations, Anderson Survey and McNair Survey, were recently formed to conduct surveys based on the listening habits of the Australian radio audience, but up to last month had issued no reports.

Australia's and New Zealand's 200 radio stations are divided into two classes, Mr. Goldberg explained. "A" stations, non-commercial and government owned, are controlled by the Australian Broadcasting Commission. The Government collects a fee on all radio sets purchased by individuals and the revenue is used by the ABC to present programs on its own stations. The "B" station, which is privately owned, presents a better program and has a larger listening audience than the "A" station, Mr. Goldberg said. The majority of "B" stations are newspaper owned. He said that the government will probably always control a number of Australian and New Zealand stations.

Radio Aids Wounded

MUTUAL'S *This is Halloran*, public service program devoted to wounded soldiers at Halloran General Hospital, Staten Island, N. Y., actually has a therapeutic effect on the patients, according to Brig. Gen. Ralph G. DeVoe, commanding general. Speaking on a first anniversary program Jan. 27, Gen. DeVoe said that the wounded veterans' participation on the program "helps to reestablish confidence in themselves and proves to them that we at home are interested in their individual war story."

Club Cancels Lunch

RADIO Executives Club of New York canceled its luncheon of last Thursday when Sen. Burton K. Wheeler (D-Mont.), scheduled speaker, notified REC President Warren Jennings he would be unable to appear. This is the second postponement caused by Sen. Wheeler, whose attendance at the funeral of Rep. J. F. O'Connor (D-Mont.) prevented his addressing the club on his originally scheduled date, Jan. 18. His topic was to have been "What's Wrong With Radio."

WHEN a shortage of natural gas made it impossible for the local Westinghouse radio tube factory to work, WMMN Fairmont, W. Va., aired a special bulletin to all Westinghouse employes to stay at home until told to return to work.

RCA's Audio Chanalyst Is Single Testing Unit

NEW and advanced RCA audio chanalyst, which provides complete sound system testing equipment in a single unit has been announced by RCA Victor Division, RCA, Camden, N. J. Representing a development over previous RCA devices of its kind the new chanalyst, (RCA Type 170A) is comprised of several self-contained testing sections, and can be used to test any point of sound system from microphone to speaker. In emergencies it can serve as a bridging unit to substitute for the defective section of an inoperative amplifier, RCA reports.

Tester contains a calibrated high gain amplifier useful for signal tracing tube checking and gain measurements and supplies its own test signal from a built-in beat frequency oscillator. Initial production of the new type chanalyst is being supplied largely to the armed forces. Equipment for civilian trade is governed by priority ratings according to L. A. Goodwin Jr., manager of RCA Victor's Test & Measuring Equipment section.

CBC Overseas Unit

MEMBERS of the overseas unit of the Canadian Broadcasting Corp. play an important part in the Allied Expeditionary Forces Program (AEFP) of the British Broadcasting Corp., according to a report of John Kannawin, director of the CBC Overseas Unit with headquarters in London. Canadian programs from part of the 46 per cent of American programs fed through the BBC transmitters. AEFP is on the air 17 hours daily, seven days a week. Canadian program contributions are under direction of Gerry Wilmot, former CBC Montreal program producer who has been in England for the CBC since early in the war.

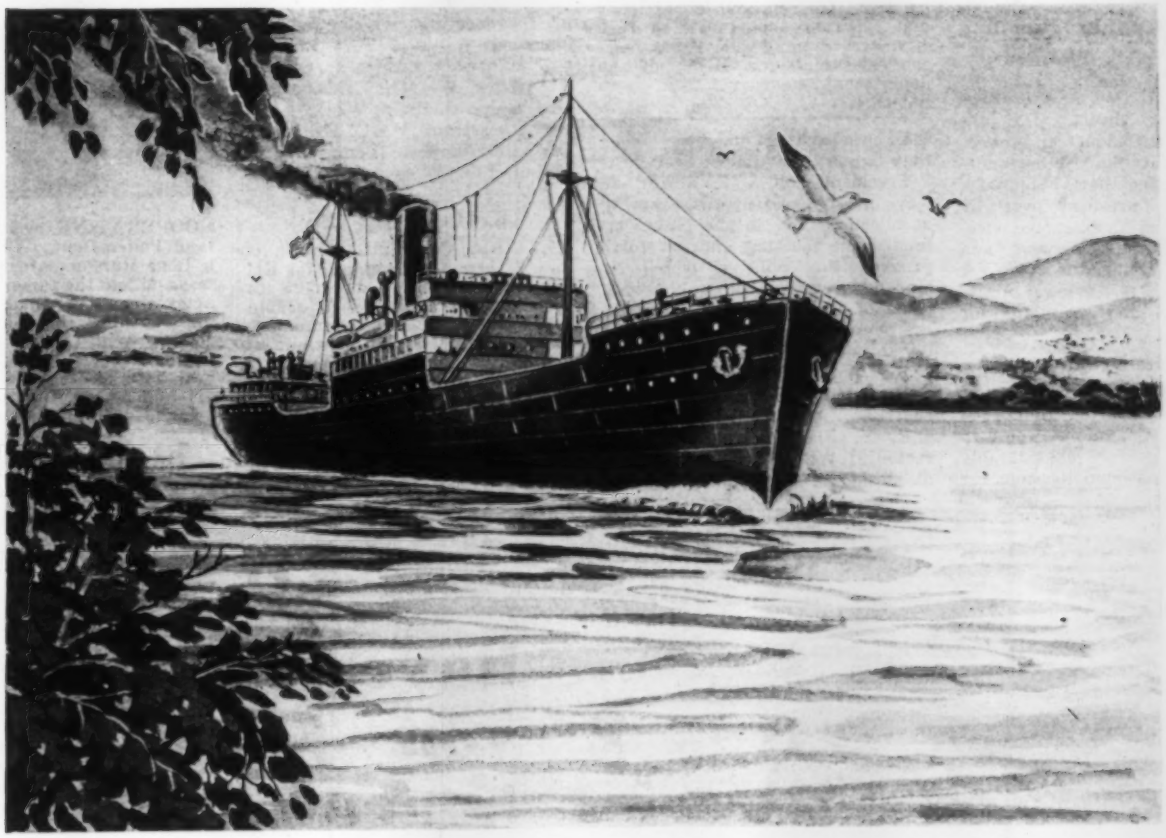
Canadian Award

TO ENCOURAGE artists and builders radio, 17 Canadian artists were presented with Beaver Awards for Distinguished Service to Canadian Radio in 1944, by Richard G. Lewis editor and publisher of the *Canadian Broadcaster*. The awards are to be made annually.

BMI Ships Fete Disc

BROADCAST MUSIC Inc., New York, has prepared a record containing seven cuts of the music theme of radio's 25th anniversary which is being shipped to stations. NAB, which owns the copyright, has assigned public performance rights to BMI.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Represented by
BRADLEY - REED CO.



A Clear Channel To A Bigger Market

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

● The advertiser who wants the broadest coverage of the rich Central Indiana Market will unquestionably select radio station WIBC as his medium. The lower frequency of this station, 1070 Kilocycles, on a clear channel, and with 5000 watts power, covers a wider radius than any other Indianapolis station. Write or wire for information about the intensive merchandising support this station offers to its advertisers.

John Blair & Company, National Representatives

A *Mutual* STATION **WIBC**

INDIANAPOLIS, IND.

Activities Reviewed By Fort Industry

Forward Steps in Handling Of Commercials Planned

ADMINISTRATIVE executives and managing directors of the Fort Industry Co. met in a two-day session at the Netherlands-Plaza Hotel, Cincinnati, Feb. 27-28. The meeting, presided over by George W. Smith, executive vice-president of the company and managing director of WWVA Wheeling, W. Va., reviewed activities for 1944 and set plans for 1945.

Policies Outlined

Harry A. Steensen, controller of the company, reported that 1944 Fort Industry Co. volume would in all probability run considerably ahead of the national average for the broadcasting industry when that figure is available.

President George B. Storer, on leave at the present time serving as a commander in the Navy, attended the meeting and set forth programming policies, which included forward steps in the handling of commercials in line with the present trend in advanced radio broadcasting circles, emphasizing public service. Announcement of plans adopted will be made shortly.

E. Y. Flanigan, managing director of WSPD Toledo, headed a discussion on sales, and Charles A. Smithgall, managing director of of WAGA Atlanta. spearheaded a discussion on audience promotion plans. Jean McDonnell, secretary of the meeting, which was also attended by these Fort Industry Co. managing directors: Stanton P. Kettler, WMMN Fairmont, W. Va.; Ralph G. Elvin, WLOK Lima, O.; Allen Haid, WHIZ Zanesville, O.; and Robert Venn, WFTL Miami, Fla.

MBS Chicago Office

TO STRENGTHEN Chicago operations, Mutual network will organize a station relations department and program department in that city, according to Ade Hult, western sales manager. Heads of the department have not yet been named.

Kellogg on 125

KELLOGG Co., Battle Creek, on Jan. 22 began a campaign for Kellogg Raisin Bran on about 125 stations, using transcribed chain-break and one-minute announcements. Campaign will continue indefinitely. Agency is Kenyon & Eckhardt, New York.

HUGH KNOWLTON, former partner and present associate of the banking firm of Kuhn, Loeb & Co., has been named a director of International Telephone & Telegraph Corp., New York.

COOPERATING with the Cleveland Police Dept., WJW conducted a Lone Ranger safety slogan contest and had the famous radio character appear personally at the studio. Turning the tables, the two sons of Wm. O'Neil Jr., president of the Yankee Network and General Tire & Rubber Co.; William III and Bryan (holding revolver) got the drop on the Lone Ranger.

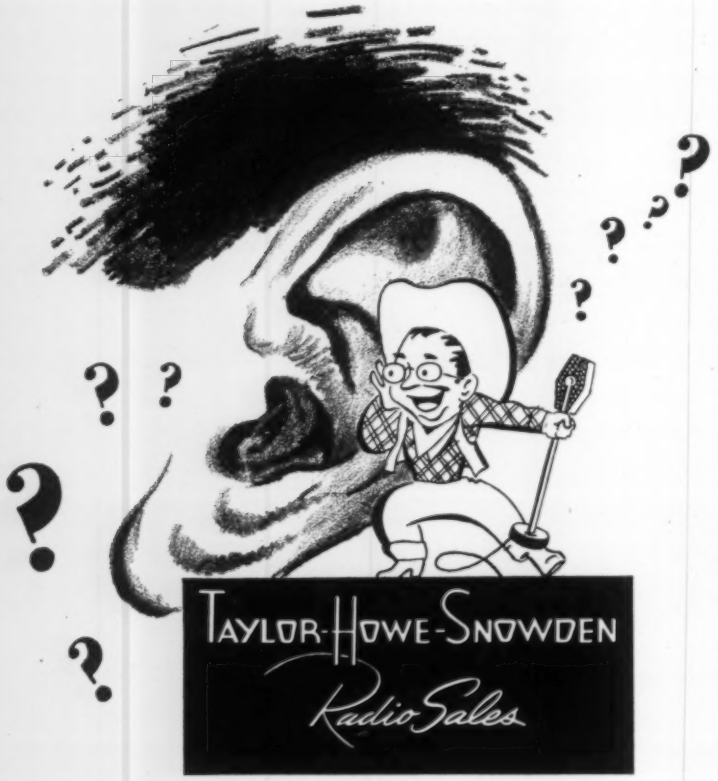
Downey Back Feb. 26

MORTON DOWNEY, recently returned from entertaining servicemen overseas, will postpone appearance on his MBS Coca-Cola program until Feb. 26 to continue entertaining servicemen in this country. Show moves from the Blue to MBS, Mondays through Fridays 12:15-12:30 p.m., Feb. 5, with guest stars substituting for Mr. Downey until he returns to the show. *Songs from Morton Downey* is sponsored by the Coca-Cola Co., Atlanta, through D'Arcy Adv., New York.

Tibbett for Texaco

TEXAS Co., New York, will replace James Melton with Lawrence Tibbett as m.c. and singing star of *Texaco Star Theater* on CBS Sunday 9:30-10 p.m. for five broadcasts, beginning March 4, while Mr. Melton fulfills out-of-town concert commitments. Mr. Tibbett is also featured singer in American Tobacco Co.'s *Your Hit Parade* on CBS, having replaced Frank Sinatra, and continues his opera work and activities as AFRA president. Agency is Buchanan & Co., New York.

PETER MUDIE celebrated her tenth anniversary as conductor of KOIN Portland *Consumer News* Jan. 20. Program has been sponsored during that period by Fred Meyer Inc., food and shopping center chain. Celebration party broadcast of the program at 7:45 a.m. was attended by the Mayor of Portland, station officials and others.



have ?? you heard what we're doing

We're helping to do a crack selling job in the richest, most responsive market in the country—the great Middle West and Southwest. Ours is an organization which KNOWS this market—its people, climate, productivity, industry, peculiarities, and above all, its broadcasting facilities and effective coverages. So call on us when you want *results*.

AFFILIATES

KADA—Ada, Oklahoma
KBIX—Muskogee, Oklahoma
KFDM—Beaumont, Texas
KFYO—Lubbock, Texas
KGFF—Shawnee, Oklahoma
KGNC—Amarillo, Texas
KRGV—Weslaco, Texas
KRMD—Shreveport, Louisiana
KOME—Tulsa, Oklahoma
KCRC—Enid, Oklahoma
KTOK—Oklahoma City, Okla.
KTSA—San Antonio, Texas
KVSO—Ardmore, Oklahoma
LONE STAR CHAIN
OKLAHOMA NETWORK

OFFICES

GENERAL OFFICES: Amarillo, Texas, Radio Building; Telephone: 4242; General Manager: Alex Keese.

NEW YORK 18: 19 West Forty-Fourth Street; Telephone: Murray Hill 2-2485; Manager: Jack Keasler.

CHICAGO 1: 360 North Michigan Avenue; Telephone: State 5260; Manager: Tom Peterson.

DALLAS 1: 805 Tower Petroleum Building; Telephone: Riverside 5663; Manager: Clyde Melville.

SAN FRANCISCO: 681 Market Street; Telephone: Garfield 5512.

SEATTLE: 2101 Smith Tower; Telephone: Elliott 7417.

PORTLAND: Studio Building; Telephone: Beacon 4107.

HOLLYWOOD: 6362 Hollywood Blvd.—Tel.: Granite 6113

Dominating Its Community in Public Service!

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS - National Representatives

Completely Covers the KHQ Vast Inland Empire

Going your way. A few of the nearly 15,000 persons engaged in the Lumbering Industry in the Inland Empire help a log on its way towards the production of 3,303,451 M board feet of Lumber for the first 10 months of this year (104 of nearly 400 Lumber Mills reporting).

Everything's "going your way," when KHQ does your selling job. It *completely* covers this Trade Area, rich in Agricultural, Mineral, Timber, Hydroelectrical, and Manufacturing resources, having Spokane as its shopping center; and it does it at the cost of just *one* medium.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

Facsimile—A New Hope for the Press?

Publishers' Decision on New Medium May Seriously Affect Their Future

AMID ALL THE doings over FM and television, there has been the tendency to slough over facsimile—record transmission into the home by radio. Despite the pleas of such men as Hogan and Finch, pioneers in fax, and despite the developments by RCA, the postwar potentialities of this visual art have been all but ignored. By many, facsimile is seen as the "sleeper" among the postwar services. BROADCASTING presents here the thoughts of a news executive who also knows his radio. His present war commitments prevent use of his name. BROADCASTING does not concur in all of the conclusions expressed. It does feel, however, that the arrival of facsimile may well resurrect an issue as challenging and as controversial as the old anti-radio fight by the press of the early 30's.

RADIO is going to move into so much closer competition with the press after the war that previous problems of that nature will seem insignificant—yet this same potential competition can become a new lease on life for the press.

This paradoxical situation is one more aftermath of the new radio postwar allocation just issued by the FCC. It stems directly from the FM phase of the allocation and the authorization for FM stations to send out facsimile transmissions as well as sound broadcasting.

Ready for the Home

Facsimile transmission means that copy up to the size of a tabloid newspaper page can be put in a master recorder at an FM transmitting station, sent out on the air, and be reproduced in extremely good detail in any home equipped with a facsimile reproducer. The machine is noiseless and relatively inexpensive.

Facsimile has long been worked out in expensive form for the transmission of news photos, now so good you can hardly tell them from the original when they appear in your daily newspaper. But consumer fascimile had to do about as good a job at a very low cost. Much progress was made just before the war and the use of this method for wartime communication has expedited the research. As a result several major organizations are ready to produce tabloid size facsimile home reproducers as soon as the war ends.

The problem of how to get special radio facilities for these is solved with an FM station, since because of the simple form of the facsimile signal it can be carried simultaneously with a voice program. In other words, even while you are listening to a commentator or a musical program, from along side that same set a facsimile reproducer will be giving you a printed program, notes on the music, maps to illustrate the commentator's points, new fashions, etc. along with choice advertising displays.

At regular intervals a newspaper of tabloid size can be sent along on each FM station carrier in the same manner. With an electric clock switch to turn on your set in the morning you will wake up to find, say, a 16-page tabloid newspaper already printed and merely awaiting its assembly into 16 sheets for you to sit and read it at the breakfast table.

Now the question for the press is whether, as when radio first came along, newspapers will brand it a competitor and fight a losing battle against it, or realize that it is the answer to many newspaper problems and utilize it. The number of newspaper applications for FM licenses indicates that many forward looking members of the press intend to embrace it by FM ownership.

History May Repeat

If the newspapers do not go hard after facsimile then the radio stations, with this superb facility, will by the very nature of things have to go into tabloid newspaper publishing themselves. Thus history will repeat itself.

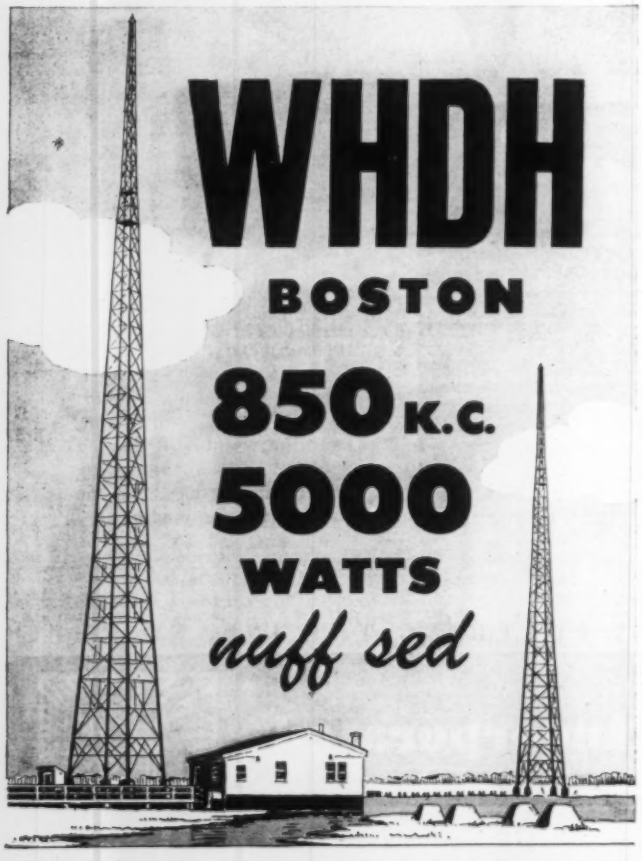
It was only ten years ago that the newspapers were fighting the giving of news to radio stations. Since they were logical distributors of news, as is now generally realized, the radio stations and networks went into news collecting for themselves. Finally the press recognized its place. But by that time the big radio organizations had set up news staffs and so the newspapers found themselves facing competition in news gathering as well as in news dissemination. Yet the radio stations had long hesitated to enter this unknown field and would have preferred to have left it to the newspapers.

It's important to clarify the relative extent of radio and newspaper news gathering sources in order fully to appreciate this situation. The newspapers, after opposing radio, yielded long before radio had set up any real duplicate of the news associations. The result is that no radio organization today can compare with such establishments as the Associated Press or United Press. The blanket coverage of American and foreign affairs achieved by these services is in a class by itself.

What radio did do in the time it was fighting press opposition and has extended since then, is to build what might be termed feature staffs. Thus in the United States the networks concentrate primarily on Washington for news gathering. They have set up bureaus abroad. Yet in most instances you will find situation and feature type of coverage the dominant preoccupation.

Depend on Wire Services

For the fact remains that the main type of news coverage on the American radio today comes from the newspaper press associations. Every radio station subscribes to one or more of these services and the networks subscribe to all. The majority of the material put on the radio networks, outside the commentators, comes from the press association wires. And even



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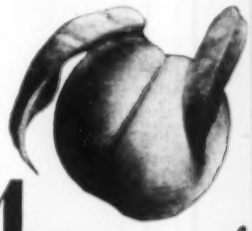

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Amarillo's Main Street Is One Of America's Best Lighted Streets

We believe that the above picture will explode the myth, if one existed, that there is a hitching-post in front of every store. On the contrary, while Amarillo is an important beef producing center, it is also the wholesale capitol of the Amarillo—Northwest Texas market. The revenue from oil, gas, wheat, and many commodities and products combine in making Amarillo—one of the best cities in the Southwest.

KFDA'S "VOICE" IS LISTENED TO IN AMARILLO

Blue Network programs, outstanding local production and the best in technical facilities give KFDA a "voice" that is listened to, and most clearly heard, in Amarillo—Northwest Texas. When you use KFDA you reach the populous part of the Amarillo market.

● **NUNN STATIONS**
KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.-Huntington, W. Va.

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

. . This Is The Blue Network . . .

KFDA
A NUNN STATION

Howard P. Roberson, *Manager*
Amarillo, Texas

. . . REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO. . . .

How it Feels to be Making Progress

SEE Radio Daily last Wednesday? Has pages and pages of results on their Certified Poll of "1,051 editors and writers of the critical press of America." It was pleasant reading.

We didn't walk away with the show. Did anybody expect us to? We, the youngest of the major networks? When the other two major networks have had a whole string of years in which to experiment with shows, with talent, with schedules?

Well, it looks as though we came out of the poll better than anyone anticipated we might.

NBC came up with 13 firsts. That is a great record. 2 firsts in the daytime, 11 at night.

CBS came up with 4 firsts—two daytime shows, 2 nighttime.

We—the Blue—came up with 6 firsts. That's right: 6. One in the daytime, 5 in the evening.

This Radio Daily poll is evidence that, at least as far as 1,051 editors are concerned, we have two and one-half times as many top favorites in the evening as CBS. And when "One Man's Family" moves to the Blue next month, we will have six of the top raters, to NBC's ten.

So, as far as 1,051 editors are concerned, we must be the No. 2 favorite network.

But the detail about this which is most pleasing is that *five of our firsts are in the evening.*

This is important because everyone knows how well we are doing in the daytime . . .

the best ratings in the morning of any network every month of 1944; the only major network to make rating gains during the day in 1944 . . .

that we might get to be like an actor who plays too many of the same roles. People might get to saying: "The Blue is a great daytime network." We are, but we're more.

* * *

A lot of people at the Blue are doing a lot of work. Night work. There is a lot of enthusiasm over here. A lot of determination and conviction that, with the help of the agencies and advertisers *whose competitive efforts to sell goods at low cost have made a nation listen,* a truly great network will one day emerge out of our joint efforts.

These evidences of progress are fuel for the fires.

And speaking of evidences, perhaps the most gratifying of all are those hard-headed radio time buyers who are planning to get franchises on our network. They are looking at the costs of the three networks; eyeing their budgets; sensing the increasing need to reduce the cost of distribution. And that $3,500 a week that the Blue saves for them on a nighttime half hour over the next less-expensive network is a vital factor, and deserves the greatest consideration—particularly in the light of the Blue's progress—as evidenced by such things as the Radio Daily poll.

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.

(Continued from page 32)

the commentators completely depend upon these wire services to give them the information on which they base their radio commentary programs.

In facsimile the use by newspapers is so obvious that publishers of the printed word will undoubtedly seize it more quickly particularly after their previous losing battle. But by the same token some radio stations having been forced by previous newspaper antagonism into the news gathering business and having tasted the profits of news distribution, may well decide to enter the facsimile news field also. The sum total result could well be several additional newspapers in each city.

This would have an important effect on circulation and distribution. With facsimile able to get the paper out and deliver it everywhere in 20 minutes flat, the competing newspaper would have to use facsimile for distribution in order to meet the new competition. The competition for the advertiser's dollar would greatly increase.

Income Sources

Then comes the question of circulation income. There is no way you can collect for a newspaper which is broadcast by facsimile. That means that newspaper income will be limited entirely to advertising, as is radio today. Because of the saving in printing, paper, and distribution costs, the books may show about the same amount of profit as they do today with a selling price of two to five cents a copy for a newspaper.

It is easy to see why the newspapers therefore face their greatest competition and yet their greatest opportunity, depending upon their ability to think ahead and move fast. By printing their paper facsimile they can overcome some of the lead the regular radio has today in getting out with the news first. If they wish to avoid competing with radio stations as facsimile publishers then it is up to them to move in now and arrange with existing stations planning FM operation to print and distribute their papers by facsimile.

A station which can hire its facilities to a newspaper probably will not be tempted to go into facsimile newspaper publishing of its own, particularly since that calls for going into the expense and problems of learning the printing field. But if the press does not act quickly in this way then radio, as in the past, will go out and learn the printing part of journalism as it did the news gathering part—and the press will find its competition difficult to meet.

Thus we see how far-reaching is this phase of the new FM allocations by the FCC—and how the newspapers are right at a crossroads in their evolution in which the right decision must be made and quickly. Their next 20 years of operation at least will be definitely affected by that decision.

RELAY PINCHHITTER

Shortwave Used by KDYL When Lines Break

SHORTWAVE equipment of KDYL Salt Lake City came to the rescue when an automobile tore down the telephone lines feeding the KDYL programs to the transmitter. With the wires down, the station used the shortwave for connections from the studios and service was interrupted only a few minutes. The staff set up a portable transmitter in front of the studios. Programs were shortwaved from there and rebroadcast from the transmitter on the regular wavelength.

When the improvised shortwave system restored KDYL to the air, the technicians went to the broken pole and strung an emergency line. Normal broadcasting was resumed in an hour and 43 minutes. Nephi Sorenson, James L. McGraw and Douglas Eldredge with KDYL chief engineer C. L. Stockdale made the repairs, aided by a Mountain States Telephone & Telegraph Co. crew.

Morgenthau on NBC, CBS

SECRETARY of the Treasury Morgenthau will be quizzed on "Paying for the War" on the Feb. 11 broadcast of *America United*, NBC feature heard Sunday 1:15-1:30 p.m. Participating on the program will be AFL Economist Boris Shishkin, Dr. Emerson Schmidt, economist for the U. S. Chamber of Commerce, and Ed O'Neal, president of the American Farm Bureau Federation. Sec. Morgenthau on Feb. 18 will make his fourth appearance on *We the People*, sponsored on CBS Sunday 10:30 p.m. by Shell Oil Co. Other radio appearances are being planned.

Retirement Plan

PROFIT - SHARING retirement program for officers and employes has been adopted by Arthur Kudner Inc., New York, subject to approval of the Treasury Dept. Covering all employes after two years of service, program calls for contributions by the agency of 20% of the first $300,000 of net profits; 30% on earnings between $300.000 and $500,000 and 40% on $500,000 and over. Retirement age for men is 65; 60 for women.

U.P. gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

"YOUNG AMERICA THINKS"

The questions facing young Americans are freely discussed over the WJW microphone every Sunday afternoon from 1:30 to 2:00.

"Young America Thinks" is an open forum discussion presented as a public service by WJW in co-operation with the Greater Cleveland and Suburban Boards of Education. The Forum is conducted in the high school auditoriums with Dorothy Fuldheim, noted lecturer and WJW news analyst, as moderator, with outstanding guest speakers, and students' questions presented from the floor for open discussion.

Giving young Clevelanders, and Mr. and Mrs. Clevelander, a broader idea of the economic and political forces shaping the world today is one of the many public services provided the community by WJW.

(Dorothy Fuldheim is also heard nightly in her news commentary section of WJW's "Newspaper Of The Air"—available for sponsorship.)

BASIC Blue Network — WJW 850 CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Kyser on Tour

KAY KYSER and the cast of his *College of Musical Knowledge* sponsored on NBC by Colgate-Palmolive-Peet Co., last Wednesday began a 6,000-mile tour of service hospitals and camps arranged through the offices of the Army Special Services Division, in cooperation with the USO. Jan. 31 program originated from the naval station at Bainbridge, Md. Other broadcast points along the route, which covers the South and Midwest, will include Parris Island, Camp Shelby, Mo.; and Camp Crowder, Mo. Agency is Ted Bates Inc., New York.

130 for Morton Salt

MORTON SALT Co., Chicago, Feb. 5 begins a four-week campaign on some 130 stations using live chain-break and one-minute announcements. Campaign will be repeated three additional times this year for four weeks once per season, on the same number of stations. Agency is Kenyon & Eckhardt, New York.

Radio's Payroll Gained 16% Last Year

Average Salary Found To Be $60.52 in FCC Figures

See table on page 38

RADIO'S WEEKLY payroll increased more than 18% in 1944 over 1943, to reach an aggregate of $1,615,126, while the average broadcasting salary went up more than 8% from $55.75 in 1943 to $60.52 in 1944, according to the annual FCC Employe & Compensation Report, issued last week.

Based on the week of Oct. 15, 1944, the FCC document shows a total of 26,688 fulltime employes of eight networks and 844 stations, as compared to 24,515 employed by 10 networks and 815 stations in October 1943. Average salary for fulltime employes, exclusive of executives, was $53.85 for the combined art, and $49.81 for the nation's 834 stations not operated by networks.

The average compares favorably with other industries, except the motion picture business of California, which showed an average weekly wage in November 1944 of $74.74, exclusive of executives and professionals (stars). In the same month newspapers and periodicals reported an average wage, exclusive of executives, of $49.96, according to the Bureau of Labor Statistics. Average for the telephone industry in November was $39; for telegraph, $36.63, and for all manufacturing in October, $46.94.

Station employes in executive capacities earned the following averages last October, according to the FCC data: general managerial $145.56; technical, $73.44; program, $72.45; commercial, $110.61; publicity, $72.42; other, $78.73. For the eight networks and 10 key network stations the averages were: general managerial, $415.18; technical, $142.60; program, $177.55; commercial, $164.86; publicity, $146.48; other, $128.

Nonexecutive employes of the 834 stations reported average salaries as follows: Technical—research and development, $62.83; operating, $52.90; other, $37.69. Program—production, $53; writers, $40.14; announcers, $49.86; staff musicians, $58.75; other artists, $57.58. Commercial—outside salesmen, $95.92; promotion and merchandising, $47.92.

For the networks and 10 key stations, nonexecutives averaged these salaries: Technical—research and development, $90.45; operating, $70.08; other, $39.35. Program—production, $68.50; writers, $64.46; announcers, $72.03; staff musicians, $129.24; other artists, $78.94. Commercial—outside salesmen, $128.12; promotion and merchandising, $52.28.

The Commission's data covers only fulltime employes. A report on parttime salaries will be released in the next few weeks.

Of the 26,688 employes listed for October last year, 249 were network and network key station executives, 2,780 executives of the 834

(*Continued on page 38*)

Vet Award to TBA

VETERAN Wireless Operators Assn. will present its Marconi Memorial Plaque to Television Broadcasters Assn. at the VWOA 20th annual dinner to be held Feb. 17 at the Hotel Astor, New York. William J. McGonigle, VWOA president, announced last week. Award, which will be received by J. R. Poppele, TBA president, is being given TBA "for the initiative it has shown in banding together the television interests of the United States in order to insure America's pre-eminence in television," Mr. McGonigle said.

THE BRANHAM COMPANY

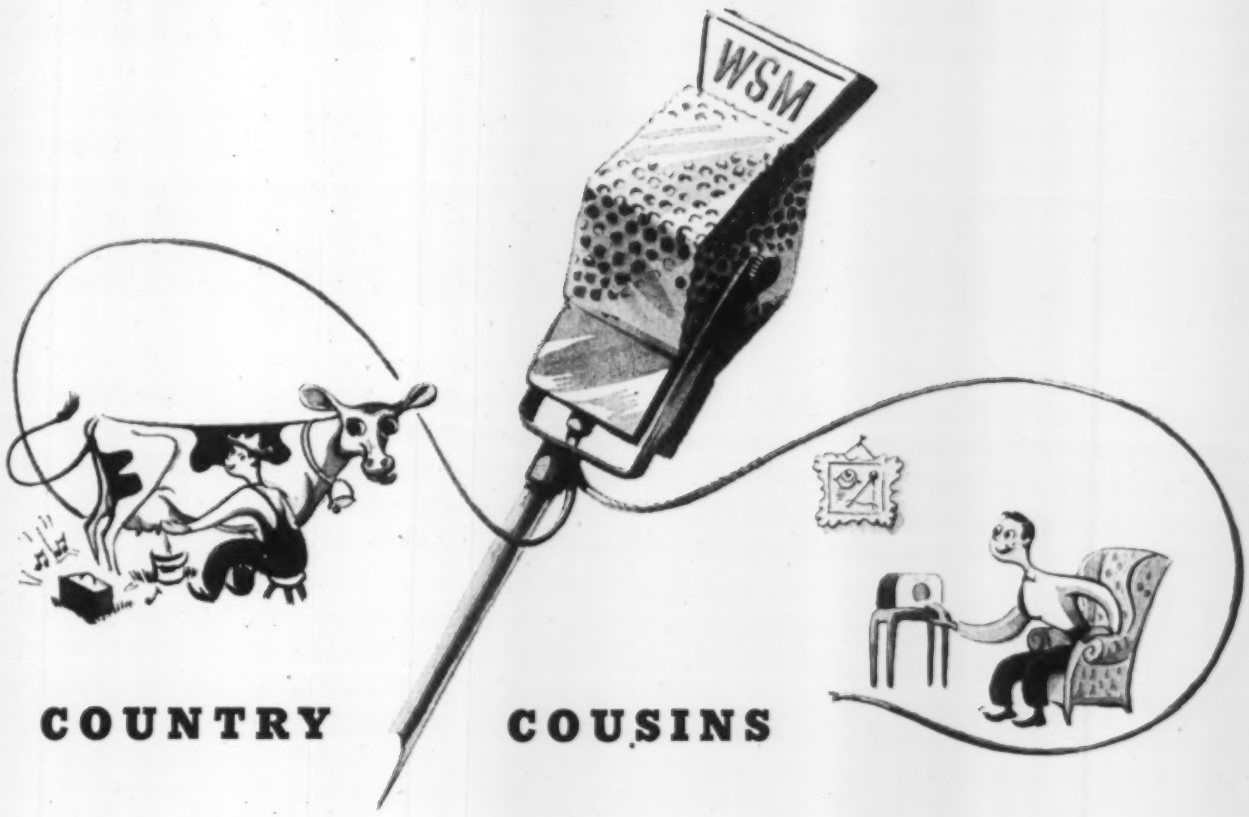
Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS	Hot Springs, Ark.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KTBC	Austin, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

In Southern New England People are in the Habit of Listening to WTIC

WTIC
50,000
WATTS
DIRECT ROUTE TO
AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
• Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood



COUNTRY COUSINS

There are no more country cousins, thanks to radio, and this includes Mortimer Snerd, too.

The man on the farm and his family in rural America hear the same fine music, the same great drama, the same news from the four corners of the earth as does his city cousin.

Today, the country cousin and the city cousin are beginning to talk the same language, thanks to clear channel broadcasting assigned by the Government for the purpose of connecting rural and metropolitan areas by radio.

We bring a dependable radio signal into a rural man's parlor or barn, with weather and market reports he needs. We bring him music which no farm family ever before heard, this side of Chicago or New York, and then only at stiff prices and in uncomfortable seats.

We bring it to him without charge or compulsion. He is free to tune us in or out, as he and his family elect. We are forced to serve and to interest him and his family, or we won't stay in business as a broadcasting station.

That's clear channel service under the American system of broadcasting.

For the past twenty years WSM has been striving to maintain and to develop its audience through listener service and interest. We are old-fashioned enough to believe that you can't just kid people into the belief that you are their friends: you have to earn their friendship and their loyalty over the years—even in radio.

That's the only way we know how to get several million people to tune to WSM, year after year: to make them **want** to do it through service rendered.

This is clear channel broadcasting.

This is WSM.

650 KILOCYCLES **NBC Affiliate**

Edwin W. Craig, Pres. **Harry Stone, Gen. Mgr.**

National Representatives, EDWARD PETRY & Co.

National Life and Accident Insurance Co. Nashville, Tenn.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Fulltime Employes for the Week Beginning Oct. 15, 1944

Class of employes	Total 8 Networks and 844 Stations			Networks including 10 key Stations of Major Networks			834 other Standard Stations		
	Number	Compensation	Average	Number	Compensation	Average	Number	Compensation	Average
Executives:									
General managerial	1,024	$162,808	$158.99	51	$21,174	$415.18	973	$141,634	$145.56
Technical	589	44,639	75.79	20	2,852	142.60	569	41,787	73.44
Program	559	44,915	80.35	42	7,457	177.55	517	37,458	72.45
Commercial	450	53,354	118.56	66	10,881	164.86	384	42,473	110.61
Publicity	139	12,510	90.00	33	4,834	146.48	106	7,676	72.42
Other	268	22,927	85.55	37	4,736	128.00	231	18,191	78.75
Total, executives	3,029	$341,153	$112.63	249	$51,934	$208.57	2,780	$289,219	$104.04
Employes (other than executives):									
Technical:									
Research and development	104	7,750	74.52	44	3,980	90.45	60	3,770	62.83
Operating	4,758	267,516	56.22	921	64,544	70.08	3,837	202,972	52.90
Other	294	11,218	38.16	83	3,266	39.35	211	7,952	37.69
Program:									
Production	1,114	65,890	59.15	442	30,277	68.50	672	35,613	53.00
Writers	989	42,761	43.24	126	8,122	64.46	863	34,639	40.14
Announcers	3,450	176,015	51.02	181	13,037	72.03	3,269	162,978	49.86
Staff musicians	2,226	169,619	76.20	551	71,211	129.24	1,675	98,408	58.75
Other artists	1,511	101,764	67.35	691	54,545	78.94	820	47,219	57.58
Other	1,331	67,809	50.95	530	33,810	63.79	801	33,999	42.45
Commercial:									
Outside salesmen	1,332	132,179	99.23	137	17,553	128.12	1,195	114,626	95.92
Promotion and merchandising	734	37,250	50.75	476	24,887	52.28	258	12,363	47.92
Other	574	23,671	41.24	384	16,051	41.80	190	7,620	40.11
General and administrative:									
Accounting	1,065	42,632	40.03	291	12,768	43.88	774	29,864	38.58
Clerical	1,199	34,207	28.53	279	8,640	30.97	920	25,567	27.79
Stenographic	1,246	39,420	31.64	202	6,810	33.71	1,044	32,610	31.24
Other	1,245	39,326	31.59	602	21,917	36.41	643	17,409	27.07
Miscellaneous	487	14,946	30.69	47	2,324	49.45	440	12,622	28.69
Total, excluding executives	23,659	$1,273,973	$53.85	5,987	$393,742	$65.77	17,672	$880,231	$49.81
Total, including executives	**26,688**	**$1,615,126**	**$60.52**	**6,236**	**$445,676**	**$71.47**	**20,452**	**$1,169,450**	**$57.18**

Radio's Payroll

(*Continued from page 36*)

standard stations, 5,987 were network employes other than executives, and 17,672 were station employes.

That the wage and manpower freezes generally have hit radio is indicated in the FCC data. In October 1943 the 815 independent stations employed an average of 25 persons, while in October 1944 the 844 stations reported an average of 24 employes.

Overall, radio still holds its own as a leader in salaries, except for the motion picture industry, but in comparison to the manufacturing industry, broadcasting is lagging behind in comparable salary increases. Since 1939 the average wage of all manufacturing has increased more than 96% from $23.86 to $46.94. Radio's average wage in 1939 was $52.48, with last year's average of $60.52 an increase of only 15%.

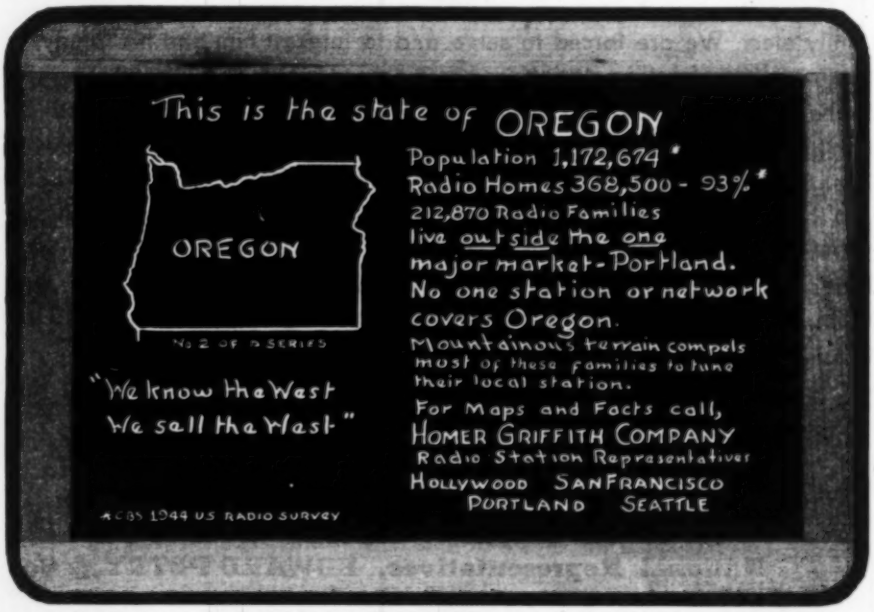
Test Video Reaction

TELEVISION set owners in the New York area are asked to indicate their reactions to specific programs telecast on the evening of Jan. 28 in a questionnaire mailed out by Ross Federal Research Corp., New York. The mail study is being conducted for NBC, it was learned. Televiewers are asked to rate 11 programs they saw on WNBT, NBC, or WABD, DuMont outlet.

Blue Promotes Three

THE BLUE Network, in a further realignment of its script and program staff, has named John Coburn Turner as manager of the script department, and Stuart Buchanan, who formerly held that post, as a program supervisor. Mr. Turner's appointment comes shortly after his appointment as manager of the program promotion division, [BROADCASTING, Jan. 22]. He will be succeeded by Juliet Glen, who originally was to join the new division as a writer.

SIR ERNEST FISK, prominent in establishing Australian radio communications, and chairman and managing director of Amalgamated Wireless (Australasia), has now taken over the post of managing director of Electric & Musical Industries of London.

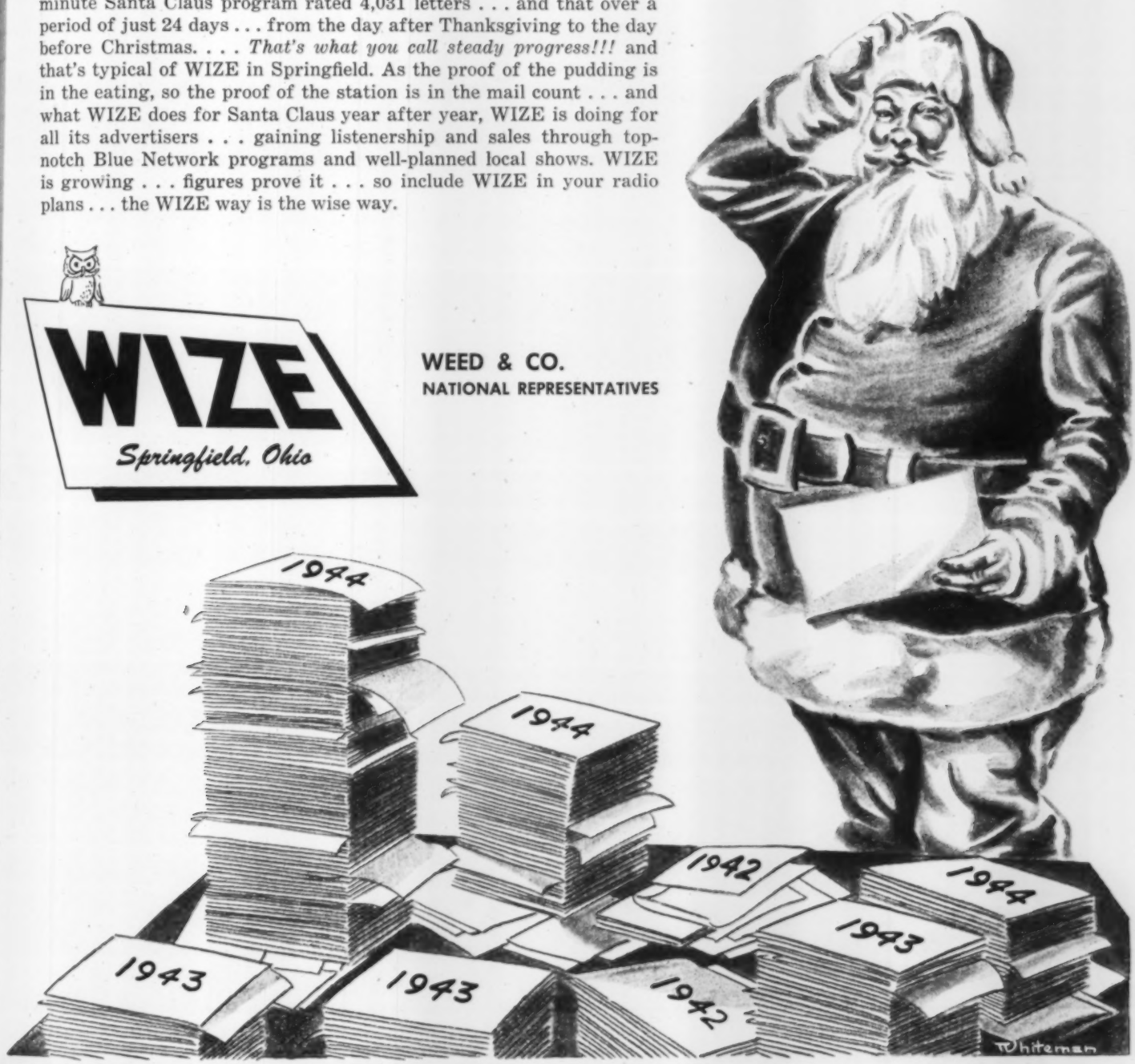


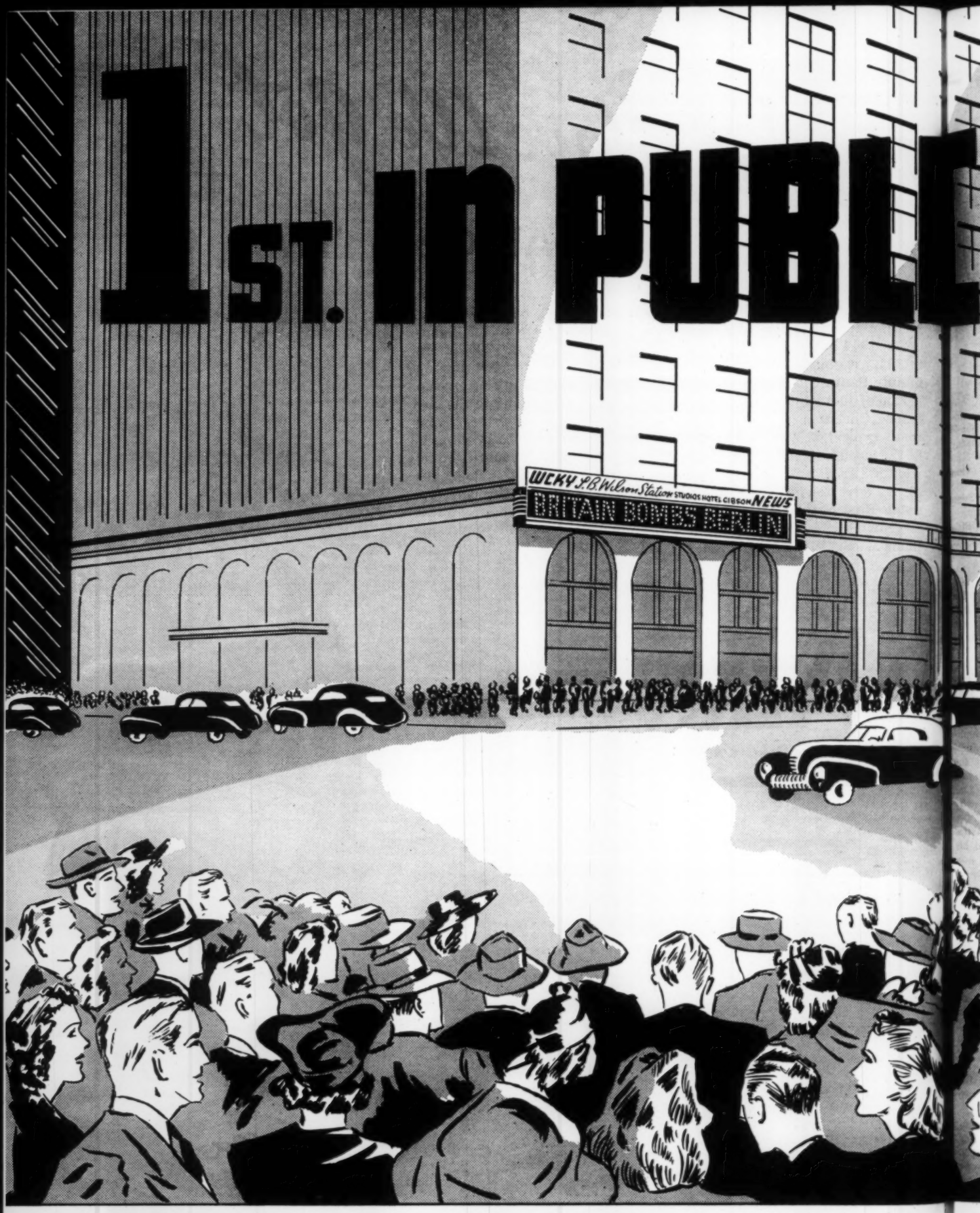
What Have We Got THAT GETS 'EM ?

What's up with Santa Claus at this late date? Well, our poor Santa just got around to counting the letters he received from WIZE listeners in 1944 . . . and what a delightful surprise . . . from 1700 letters in 1942, we buzzed up to 2781 in 1943, then ZOOM! In 1944, our 30 minute Santa Claus program rated 4,031 letters . . . and that over a period of just 24 days . . . from the day after Thanksgiving to the day before Christmas. . . . *That's what you call steady progress!!!* and that's typical of WIZE in Springfield. As the proof of the pudding is in the eating, so the proof of the station is in the mail count . . . and what WIZE does for Santa Claus year after year, WIZE is doing for all its advertisers . . . gaining listenership and sales through top-notch Blue Network programs and well-planned local shows. WIZE is growing . . . figures prove it . . . so include WIZE in your radio plans . . . the WIZE way is the wise way.

WIZE
Springfield, Ohio

WEED & CO.
NATIONAL REPRESENTATIVES





CBS PROGRAMS • FF

XUM

SERVICE

MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FTY GRAND IN. POWER

Editorial

Midway Discord

OUT IN St. Louis *The Post Dispatch* has launched an editorial campaign against (1) middle commercials in newscasts and (2) objectionable sponsorship of news broadcasts.

Editors of the newspaper long ago raked the leaves in its own backyard, KSD, before looking over the fence to examine the clutter behind its neighbors' houses. KSD carries no middle commercials in its broadcast news. KSD exercises critical selectivity in accepting sponsors for its news productions.

Other stations recently have announced such policies. In Detroit, WJR has eliminated middle commercials in news. The Assn. of Radio News Analysts, of which H. V. Kaltenborn is president, publicly has protested against such mid-journey detours through commercial copy.

During the war years, radio's stature as a news distributing agency has grown. Radio has won distinction for reporting the news intelligently and swiftly, but the strides it has taken can be lost. One need not be a soothsayer to anticipate public rebellion against all broadcasting if the tremendously significant news yet to come from the earth's four corners is garnished with unharmonious advertising.

There are those who will protest that advertising need not be out of harmony with the news—that, indeed, it can be woven into the warp and woof of a newscast without offense to the listener. This can be true, but instances of such ingenuity are difficult to recall.

The story which is being reported by radio today doubtless is the most compelling in the time of man, and no listener will forego hearing it even at the expense of rude and ill-timed interruptions on behalf of the sponsor. But will such patience persist? Will the listener, when his greed for news abates—no longer fed by the flames of war—show such forebearance in the face of distasteful copy and mid-production commercial recesses? We think he will not.

We think it behooves radio now—not tomorrow, nor the day after tomorrow—to restudy its whole process of news dissemination in the light of changing times. We believe the character of the news is such today that its telling will bear fruit for the sponsor if he is content to announce himself only at the beginning and closing of each broadcast.

We believe broadcasters—and leadership in such matters rests squarely upon them, not upon the advertisers or their agencies—should face with courage the need to reject sponsors whose messages ring discordant in the sweeping and tragic news of these days.

IT'S FINALLY on the official records that James Caesar Petrillo makes his own regulations, and doesn't bother about expressions from the President, the Congress, the War Labor Board or the National Labor Relations Board. At the NWLB hearing in New York last week, NBC and Blue executives admitted that Jimmy's threat to pull the plug on them if they acceded to the NWLB ruling on platterturners, caused them to sit tight. They confessed fear of Jimmy's powers. The answer now, as always, is that only a change in the statutes, making labor unions amenable to anti-trust laws, can check Jimmy.

Hollywood 'No' Man

IT WOULD appear that Cecil B. DeMille has read the Constitution. At least, he is willing to bet $98,200 annually that he has read it.

That is the sum which has been paid the Hollywood genius for directing and producing the fabulous *Lux Radio Theater*. He is now out of a radio job because he refused to pay to the American Federation of Radio Artists, of which he is a member, a $1 assessment for a fund to be employed in fighting a political issue.

The political issue was a referendum on the California ballot last November which, if adopted, would have outlawed the closed shop in the State. Mr. DeMille favored the referendum. AFRA opposed it. Mr. DeMille was not present at the AFRA meeting in which a majority of the membership voted the $1 assessment. He had not, he maintains, been notified of the meeting.

Reviewing the matter in Los Angeles Superior Court, Judge Emmet Wilson decided that AFRA legally could enforce upon a member the assessment of such a fee, and could take whatever punitive action which be indicated if the payment was not made.

AFRA, apprised of the decision, immediately notified CBS that AFRA members would walk out if Mr. DeMille appeared on the network. Thus, last Monday, Mr. DeMille—who once had been carried to the microphone on an ambulance litter for his weekly broadcast—was not at the microphone. In his place was Lionel Barrymore.

Mr. DeMille, even in face of the Superior Court ruling, has refused to contribute his dollar. He has said he will take the fight to the Supreme Court, and he should. He observes, and it is difficult to conjure arguments against his logic, that it's a free country. He believes that under the Bill of Rights he is not required to contribute funds to promote a fight in which his sympathy lies with the other side.

Broadcasters, who with increasing frequency have felt the lash of tyranny—more notably in the Petrillo matter—can at this point rise and applaud. Apparently Mr. DeMille, who is reputed to be a man of determination, intends to live up to the principles in which he believes. He may be fighting a losing battle, but he's buying with that dollar bill something more precious to him than he can purchase for $98,200 a year. The production is an extravaganza in the best DeMille tradition, and we hope it will have a happy ending.

Hail Britannica

WE NOTE that Miller McClintock, former Mutual president, is now a director of Encyclopedia Britannica Films Inc. William B. Benton, former advertising agency head, is chairman of Britannica, president of Muzak and its newly-formed Subscription Radio Inc. subsidiary, which aspires to provide non-commercial program service on a nickel-in-the-slot basis—a sort of multiple address or narrowcasting system.

James Lawrence Fly, former FCC head, is associated with Mr. Benton. Chester Bowles, OPA head, is slated to join his former agency partner. Robert K. Hutchins, U. of Chicago president, is a director.

It looks like a reunion of the clan.

Our Respects To -

JOHN SALT

THERE has been a thorn in the bony si of Nazi Propaganda Minister Goebbe since Britain declared war on Germa in September, 1939. That thorn is Jo Salt, erstwhile head of the BBC's Europe Service, the department that plunged in battle with the Nazi propaganda machin and emerged winner in the war of words.

Since last May, Mr. Salt has been in BBC top North American post, as director of t BCC in this country. His staff of more tha 75 persons in Washington, Chicago, San Fra cisco and Toronto, are all working with hi "toward a better understanding between t people of the United States and Great Br tain". In Europe, John Salt's messages a sinking deeper into the hearts and minds o people still under Hitler's rule.

Reminiscing about the blitz days of '4 Salt recalls that "one of the principal problem then was to keep the show going when you studios were being bombed and your lines cut."

Since broadcasting to Europe continue through the night, there was always a dupli cate staff in another section of the city pre pared to carry on the program should th studio originating the broadcast be bombed "This," explained Mr. Salt, "could be don without the listener being aware of an change."

Twice it was necessary to leave the studio in the middle of the night. Mr. Salt and hi staff drove through the streets of London, pro tected from the flying splinters and tons o debris only by mattresses strapped to th roofs of the cars for protection.

To find out if their programs were being heard, BBC had its own kind of Crossley. A good gauge was the number of Nazi persecutions for listening to the BBC. "Another good barometer," says Mr. Salt, "were denials o items in BBC news bulletins by the Nazi radi and by Goebbels personally. The more frequent and forceful the denials, the larger was our audience, we knew."

Soon after Pearl Harbor, John Salt came to the United States as assistant to Lindsay Wellington, then BBC's North American director. He describes the activities of the BBC offices in Rockefeller Center, New York, in two words—eastbound and westbound.

The westbound operations comprise hundreds of programs produced in London for American networks and independent stations. Each of the four networks has at least one weekly program, in addition to special programs bringing the voices of American servicemen to their home towns.

No less important are the many east-

(*Continued on page 44*)

WMFM, like other leading American radio stations, is doing a double job . . . a job for today, a job for tomorrow.

Today, WMFM is broadcasting a schedule of carefully planned programs that is distinctive, sound, progressive. This programming policy, combined with the miracle of crystal-clear, static-free FM, has won the unparalleled support of thousands upon thousands of Wisconsin families. Tomorrow, WMFM shall continue to expand its pioneering leadership, its genuine service to Wisconsin.

Today, tomorrow, whenever you make radio plans for Wisconsin, remember the call letters WMFM. They represent one of America's pace-setting radio stations.

THE MILWAUKEE JOURNAL FM STATION

CHEERIO, WILLIAM! ISN'T RADIO JOLLY!

Hold on Mister! That's not Farmer Bill's kind of lingo, even though he may be willing to wear a top-hat, gloves and cane—for a gag!

If you want to talk to Iowa farmers whose average income in 1943 was $7,672 (and is estimated to have been 20% higher in 1944), use a station which speaks their language. That's KMA!

Farmers listen to us because we listen to them. They send us twice as much listener-mail as any other station in this 80% rural area. That's because we give them what they want — Iowa-flavored farm programs with plenty of the news and information vital to their business, all spoken by men who know farming procedure from spring plowing to sausage-making. As for Times Square wit and jive records: they're OUT!

Let us (or Free and Peters) tell you the story of KMA, the No. 1 Farm Station in this No. 1 Farm Market.

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

Our Respects to

(Continued from page 42)

bound activities of the BBC. "Too many people think only of BBC as bringing Britain to America," he feels. "Just as much effort is expended toward bringing to Britain an understanding of what the United States is doing and thinking." This is accomplished through special programs beamed to London for rebroadcast on BBC's Home Service.

John Salt's first contact with American radio was when Britain declared war on Germany. It was his job at Broadcasting House, London, to arrange for American commentators' broadcasts back to the States. In the underground studios, so built that broadcasting could go on under severe bombings, Mr. Salt worked with Fred Bate of NBC, Ed Murrow of CBS, and John Steele of Mutual.

Lover of Sports

He's a great sportsman, a crack shot, a skating and tennis enthusiast, and was riding instructor at Aldershot, Britain's West Point.

Mrs. Salt is the former Olive Shapley, credited with developing the technique of using a recording truck for documentary broadcasting in the same way documentary film is used. She produced many such programs in the U. S. before giving up her work to raise a family. The Salts have a young son, Daniel, 16 months.

John Salt served nine years in the British Army, specializing in survey work in Transjordania, Egypt, and in European countries, particularly Germany. He joined the Talks Dept. of the BBC in London, 1934, beginning his interesting radio career.

"Radio's role in helping to create better understanding between nations is yet in a rudimentary and experimental stage," says Mr. Salt. "A start has been made, and the BBC is glad to be able to do its share in this pioneer work. But the real problems lie in the future, when the need for working together will be just as great but the stimulus of war will have been removed.

"What radio does in the post-war world," he sincerely believes, "will have a great bearing on whether or not we ever have a World War III."

Cline Returns to WFD

WILLIAM R. CLINE, station editor and assistant to Glenn I. Snyder, general manager of WLS Chicago, has been granted an indefinite leave of absence by Burridge D. Butler, WLS president, to return to the Radio Section of the Treasury War Finance Division. Mr. Cline was loaned to Treasury for six weeks by Mr. Butler during the Sixth War Loan in November and December. "Mr. Cline did an outstanding job for us during the Sixth War Loan" Thomas H. Lane, WFD director of radio, press and advertising, stated, commenting, "we are indeed grateful to Mr. Butler for letting him return."

Personal NOTES

MILLER McCLINTOCK, former president of Mutual Broadcasting System, has been elected a director of Encyclopedia Britannica Films Inc., of which **WILLIAM B. BENTON,** Muzak and Subscription Radio Inc. head, is chairman.

DAVID MARGOLIS, formerly on the sales staff of WBAL Baltimore and recently released from the armed forces, has joined WOV New York as a salesman.

FRANK O'CONNELL has been appointed by the Blue Network to head a newly created cooperative sales office in Chicago, reporting to **STANLEY FLORSHEIM,** Blue manager of co-op sales. With the Blue's national and spot sales in Chicago since 1942, Mr. O'Connell was previously for 15 years with Newspaper Group Inc.

SCOTT PARROTT, released from the Marines, has joined the sales staff of WBZ-WBZA Boston-Springfield with headquarters in Boston.

TED OBERFELDER, promotion director of WFIL Philadelphia, will join the Blue Network Feb. 12 as coordinator of audience promotion. Post until recently was held by **BERT HAUSER,** who left the Blue to join Mutual as director of cooperative programs. Prior to joining WFIL, Mr. Oberfelder was director of promotion of WCAU Philadelphia.

JOHN BRUNTON, member of the KQW-CBS San Francisco sales staff, is the father of a girl.

LT. (j. g.) JOSEPH I. MILLER, former NAB labor relations director, for the past fortnight has been confined to the National Naval Medical Center, Bethesda, Md., for treatment of bursitis, which the patient describes as an "occupational disease of baseball pitchers and orchestra leaders."

CHARLES H. LAWRENCE Jr., on inactive duty with the Army Air Forces, has joined the commercial staff of WEIM Fitchburg, Mass., Mutual-Yankee outlet. Prior to entering the service, Lt. Lawrence was with Vincent Edwards & Co., Boston advertising agency.

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, stressed the important role of radio, particularly shortwave radio, "in promoting sound international understanding and uniting the peoples of the earth into one big family," in a talk on freedom of communications broadcast last week as part of the *Beyond Victory* series. Created by the Foundation in cooperation with the Carnegie Endowment for International Peace, programs are broadcast weekly by 80 stations.

DOROTHY BEHRENS, for seven years with C. E. Hooper Inc. and most recently manager of the "Network Hooperatings" reports, has become an associate of **DR. MATTHEW N. CHAPPELL,** consultant on radio measurement and media effectiveness for Hooper and other clients. Miss Behrens will work on the Hooper account, her first assignment being the preparation of a handbook on "How to Use the Network Hooperatings Service".

JOHN S. PHILLIPS, in radio since 1929, has joined WGKV Charleston, as account executive.

CAMPBELL ARNOUX, manager of WTAR Norfolk, Va., has been named new president of the Virginia Club, Norfolk civic organizaton.

JOAN COSTELLO, formerly with the Knollin Adv. Agency, San Francisco, has joined the sales promotion staff of KQW San Jose.

Rudolph Named

R. E. RUDOLPH, former account-executive of KEX and KGW Portland, Ore., has been appointed sales manager of KEX, recently acquired Westinghouse station, according to J. B. Conley, manager of KEX. Harold Bratsberg, active in West Coast radio for 14 years and former program manager of KALE Portland, has been named continuity director of KEX.

New Offices

NEW offices have been acquired by *Television* magazine at 600 Madison Ave., New York. New telephone number is Plaza 3-9748.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

AL LOPPY SLIM KENNY

IF..

..YOU WERE BUYING A "RADIO ACT" YOU WOULD WANT TO ASK PERTINENT QUESTIONS

To save your time, here are the answers.

Slim Bryant and His Wildcats have been a KDKA Feature for more than five years. Some call their act "American Folk Songs and Music".. some shorten it to just plain hill-billy. (You may take your choice.)

Slim and His Gang have made more than 800 personal appearances throughout the KDKA area to audiences ranging from 200 to 30,000. Total persons played to now well over a million. They have established house records for stage attractions in dozens of theaters.

It is a safe bet they are the best known radio act in the Tri-State Area.. on the stage.. on the air! Sale of their song books will soon reach 100,000.. one of their phonograph records has passed 120,000 and is still in demand.

All of the above demonstrates wide circulation.. wide acceptance, throughout KDKA's area of influence. There are many other details but our space is running short. The complete story of Slim Bryant and His Wildcats can be had from NBC Spot Sales.

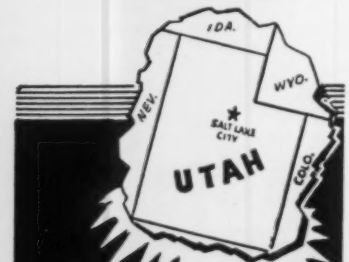
KDKA PITTSBURGH 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

Reach the ACTIVE SALT LAKE MARKET



KDYL

Through UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

•

National Representative

JOHN BLAIR & CO.

BEHIND the MIKE

ARCH ROBB, former assistant to **CLARENCE L. MENSER**, NBC vice-president in charge of programs, has been named night program manager in charge of company operations in New York. Mr. Robb joined NBC in 1943 as assistant to the eastern program manager and was appointed Mr. Menser's assistant in May 1944.

RICHARD L. TOBIN, former foreign correspondent of the New York *Herald Tribune* and for some time in charge of its FM news service, has joined the Blue news and special features staff on a special feature news assignment. While overseas he participated in several broadcasts heard on WOR New York, and he formerly had a regular newscast for the *Tribune* on that station.

LOU SCOFIELD, freelance writer, is now with WCFL Chicago as a labor newswriter and announcer.

JACK MAHON, former Pacific correspondent for International News Service, has joined Mutual's staff of war correspondents in the Pacific area. He is expected to be assigned to CINCPAC at Adm. Nimitz headquarters.

MARTY GLICKMAN, former sports director of WHN New York, has been promoted to first lieutenant. He is stationed with a unit of the Ninth Marine Aircraft Wing at Marine Corps Air Station, Cherry Point, N. C.

DICK NESBITT, member of the sports and announcing staff of WKRC Cincinnati, has been named sports director of the station.

JIM KELEHAN, announcer with KRNT Des Moines, is the father of a boy.

LESTER SMITH, Yankee Network news analyst, starting Feb. 5 will replace **CEDRIC FOSTER**, Yankee and Mutual commentator, who is taking his first vacation in five years.

LT. JIM COCHRAN, former WSPD Toledo continuity director, is home on leave after 18 months overseas as a bombardier with the 21st Bomber Command. Before reassignment he will be stationed in Miami for a rest period.

JOHN FREDERICKS, new to radio, has joined the announcing staff of WMAM Marinette, Wis., replacing **PAT KEHEE**, who has entered the U. of Wis. and will serve as announcer at WIBU Madison.

MARK JORDAN has rejoined KQW San Francisco as announcer.

LT. NORMAN BARRY, NBC central division staff announcer now on leave as skipper of a PT boat, has been in Chicago on a 30-day leave awaiting reassignment after 15 months duty in the Pacific.

S/SGT. CARLTON C. IDE, released by the Army and formerly with the WBZ-WBZA Boston-Springfield announcing staff, has rejoined the stations.

WALTER KAY, announcer at WJW Cleveland, is the father of a boy.

GEORGE SLADE, educational director of WBZ-WBZA Boston-Springfield, Jan. 26 officially opened WBS, Wellesley College station at Wellesley, Mass. The Westinghouse sound picture, "On the Air" was shown to Wellesley students.

HELEN PARK has resigned from the publicity staff of WCAU Philadelphia to join the *Philadelphia Record*. She is succeeded by **RUBY BLOOM**, recently released from the service.

ALEX GRIFFIN, WIP Philadelphia and Mutual news commentator, has written a new book for publication, *Out of the Carnage*, dealing with the medical heroes of this war.

MARSHALL ADAMS, Washington newspaperwoman, fashion stylist and designer, will conduct *Listen Ladies* on WOL Washington effective Feb. 5 during the absence of **ELEANOR HOWARD**, who was injured when a streetcar struck her Jan. 19.

CLANCY WEST, traffic manager for WLW Cincinnati, is the father of a boy.

EDYTH RADOM, fashion editor of the *Hartford Courant*, has started a three-weekly fashion program on WDRC Hartford, becoming the third *Courant* writer to have a WDRC program.

BEN KAUFMAN, former managing editor of *Television* magazine, New York, has been appointed the eastern radio and television editor of *Hollywood Reporter*.

CAROL COLVIN has become continuity editor and woman's program director of WMAM. **DOROTHY WANDEL**, recent graduate of Carroll College, is serving as traffic manager of WMAM.

ARTHUR REILLY, former newscaster of WLW Cincinnati, has been signed by RKO-Keith Theatres for a series of personal appearances, which will highlight Mr. Reilly's 15th anniversary in radio.

BILL TRAVIS, forced to leave announcing temporarily because of his health, recently resigned from KMOX St. Louis to join United Press Radio in Los Angeles and subsequently was transferred to Phoenix as manager of the Arizona radio news wire of UP.

GIL SWENSON, WDAY Fargo sports editor, Jan. 26 married Vicki Smith of Hines, Minn. Mr. Swenson plans to enter the Army about mid-February.

IRENE KUHN, assistant director of the NBC department of information, has been named to the board of directors of the National Assn. of Public Relations Counsels Inc. Mrs. Kuhn, who has been with NBC since 1940, was formerly assistant to the vice-president in charge of press, coordinator and manager of program promotion.

TERRENCE O'DELL, former chief announcer of CBO Ottawa, is now with the Montreal studios of the CBC following release from the RCAF where he served as assistant radio liaison officer. He was formerly with CFCO Chatham, Ont., CKLW Windsor-Detroit, and WIBM Jackson, Mich.

BYNG WHITTEKER, former CBC producer at Toronto who has been with the BBC on North American newscasts since early in the war, is on leave from London at his home in Toronto.

VINCENT FRANCIS, formerly of KROW Oakland, has joined KGO San Francisco as conductor of the all-night program.

CHARLES TEAS, former newscaster of KOB Albuquerque, N. M., has joined KMPC Hollywood.

JIMMIE McKIBBEN, writer-producer of KECA Los Angeles, has resigned to devote fulltime to freelance writing. **ROLLO HUNTER**, former writer-producer of KFI, has taken his post.

DOROTHY ROE, former network traffic manager of KFI Los Angeles, has joined KECA Los Angeles as secretary to **CLYDE SCOTT**, station general manager.

BOB EVANS, WTOP Washington, has been named correspondent for WFBL Syracuse.

WILLIAM C. O'NEIL, former newscaster at WHAI Greenfield, Mass., has joined WTAG Worcester as news editor. He formerly was correspondent for the *Springfield Union*.

ROBERT DOUBLEDAY, announcer and agricultural director of WFBL Syracuse, has been named assistant instructor of the Radio Workshop of Syracuse U. He will teach announcing and radio production.

BEN BEZOFF, news editor of KMYR Denver and first correspondent of a Rocky Mountain station to go overseas, has returned to the U. S. after six weeks in the European Theatre of Operations.

REG MERRIDEW has been named chief announcer of WGAR Cleveland, replacing **WAYNE MACK**, who will devote more time to the production department of which he is head.

BERNARD HERRMAN, musical director of CBS, returns to New York Feb. 6, having completed musical scoring assignments on the film "Hangover Square" for 20th Century-Fox Film Corp.

HAROLD LAMPEL, director of radio activities of the OPA Los Angeles district, is father of a boy.

RENE BOZARTH, musical director-news commentator, has been named program director of KGFJ Los Angeles. He succeeds **CAROLYN CARO**, who resigned to join Allied Adv. Agencies, Los Angeles.

RUTH MILLER has been appointed station music librarian with **PATRICIA WALSH** in charge of traffic. **BOB SCHOPFER**, with Army medical discharge, has joined KGFJ as announcer.

R. S. LAMBERT, supervisor of educational broadcasts of the Canadian Broadcasting Corp., Toronto, is on tour of western Canadian provinces to attend meetings with provincial educational department, teachers' association, home and school associations, and other groups.

BILL CARPENTER, former announcer of KYW Philadelphia, has joined WSNY Schenectady.

TONY WHEELER, announcer of WFIL Philadelphia, is the father of a boy.

Fleming Appointed Blue Co-op Publicity Manager

GEORGE FLEMING of the Blue publicity department has been appointed to the newly-created post of publicity manager of the network's cooperative program department. Prior to joining the Blue three months ago, Mr. Fleming had been a writer for Transradio Press Service.

Frank O'Connell, with the Blue national spot sales office in Chicago since 1942, has been named head of the co-op sales in that city. These appointments and the promotion of Lyndell Wilson, with the department since its inception in 1943, to the position of assistant to Stanley Florsheim, manager of the cooperative program department, complete its executive line-up. Harold Day was recently named promotion manager and Barney Cragstedt placed in charge of New York sales. Department personnel now numbers more than 20. Its sponsor list, which started two years ago with 6 names, now includes nearly 800.

JAMES W. MORGAN, promotion and ... director of WSPA Spartanburg, S. C., has been accepted as a member of the Fine Arts League of the Carolinas.

JOHN (Tip) SAGGAU, released from the Army Air Force Glider Detachment, is now a singer and announcer with KRNT Des Moines.

PHIL JOHNSON, former program director of WCSH Portland, Me. and staff member of WHDH Boston, has been appointed production manager of WHEB Portsmouth, N. H. **BOB FULLER**, who was with WLAW Lawrence, Mass., is now announcer-producer with WHEB.

DAL WYANT, production head of WHEB Portsmouth, N. H., is now director of sales promotion.

BURT LEIPER, former sportscaster of KMJ Fresno, has joined the KPO-NBC San Francisco news staff.

CHARLES V. HARRIS, announcer, is now with KGO San Francisco transferring from KFRS San Francisco. He formerly was with WIRE Indianapolis.

ED WALLIS, program director of WIP Philadelphia, who left last week to enter the Army, has been rejected for medical reasons and returns to his post this week.

MERRILL MUELLER, NBC war correspondent who recently returned from Europe, will embark on a cross-country lecture tour. As in previous years, Mr. Mueller will turn over all income above expense to a charity—this year the Army Relief.

Army Disclaimer

WAR Dept., Radio Branch, Bureau of Public Relations last week sent letters to all commercial and non-commercial television stations in the United States informing them of the War Dept. policy concerning use of Army combat film on television broadcasts. If the film is used merely as illustration of the material being dramatized, and not the actual filming of the story, the War Dept. has requested that a disclaimer be inserted somewhere in the telecast. The disclaimer states: "Combat scenes shown on this program were intended to be illustrative only and were not presented as actual scenes of the dramatization." First use of the disclaimer was made Jan. 21, on a Mitchell Field program telecast through the facilities of WNEW New York.

WJW Cleveland broadcast on the scene coverage of the $50,000 Republic Steel Corp. fire Jan. 31, staying on the air until 4 a.m. to furnish listeners with the late bulletins.

...WMAQ at 6:15 AM

Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over $3,500,000,000 annually.

Sears Roebuck and Company, being astute advertisers, carefully surveyed the listening habits of the early rising radio audience before making their choice. The result—a long term contract favoring WMAQ. Sears is sponsoring Everett Mitchell on "Town and Farm", 6:15 to 6:45 in the morning, six days a week.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

WMAQ
CHICAGO

The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES

NBC
A Service of Radio Corporation of America

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

HARRY ACKERMAN, vice-president in charge of program operations of Young & Rubicam, New York, left Jan. 29 on a five-week business trip to the West Coast. William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, New York, is in Hollywood to attend the premiere of Standard Brand's Eddie Bracken program, started Feb. 4 on NBC, Sunday 8:30 p.m.

GREGORY DICKSON, former director of the War Information Service, New York State War Council, New York, has been appointed director of publicity for Foote, Cone & Belding, New York. Previously he had been publicity director for Walt Disney Productions, Hollywood.

KEN TYSON, former account executive of BBDO, Chicago, has joined the Chicago advertising staff of *McCall's* magazine.

BURKE HERRICK, formerly of Leo Burnett Co. and N. W. Ayer & Son, Chicago, has joined the Chicago office of J. Walter Thompson Co. as Ford account executive.

JOHN F. MARTIN, having resigned, Jaynes & Harshberger Adv. is new name of Los Angeles agency with which he was formerly associated. Jack Driscoll, formerly producer of Stromberg-Carlson Radio & Television Corp., New York, has joined the agency as production manager.

HAROLD A. THOMAS, executive in the St. Louis office of Olian Adv. Co., has been named vice-president in charge of merchandising and new product development. Mr. Thomas formerly was with Shell Oil Co. as manager of package goods sales.

JOHN T. NOLAN Jr., former publicity director of Gruen Watch Co., Cincinnati, has been appointed account executive of Strauchen & McKim, Cincinnati.

GORDON E. HYDE, vice-president and director of McCann-Erickson, New York, has resigned. Mr. Hyde, group supervisor of service with 10 leading accounts under his supervision, has been with the agency six years. After concluding his work with McCann-Erickson sometime in mid-February, Mr. Hyde plans to take a vacation.

JOHN E. McMILLAN, vice-president of Hutchins Adv. Co., Rochester, has resigned to enter business for himself.

ROBERT P. HOWARD, former director of advertising for the Nion Corp., Los Angeles, has joined the Dana Jones Co., Los Angeles, as account executive. Another newcomer to the Dana Jones staff is Paul Terry, formerly with Barnes-Chase Co., San Diego, as copy chief and radio director.

JANE WORTHINGTON, formerly with McCann-Erickson, has joined the Leon Livingston Agency, San Francisco, as copywriter.

LT. ROBERT G. BEAUMONT, former account executive in the San Francisco office of Foote, Cone & Belding, is now administrative officer of the Signal Section, Sixth Army Group headquarters. Lt. Beaumont entered the Army shortly after Pearl Harbor and has been overseas two years.

BILL EDINGTON, after being on loan for four years to the various government finance committees at Ottawa, has returned to radio as a partner of Dickson & Edington, Toronto radio producer, formerly Dickson & Ford.

SPITZER & MILLS, Toronto, has opened an office in Vancouver at 675 W. Hastings St., with Ken Davidson as manager.

STEWART-LOVICK, Vancouver, is planning to open offices in Toronto.

JAMES L. DePAULI, account executive with West-Marquis Inc., has been appointed manager of the San Francisco office of that agency.

DON SHAW, radio executive of Geyer, Cornell & Newell, has returned to New York after two months in Hollywood where he assembled and aided start of the weekly Andrew Sisters show on Blue stations. Nash-Kelvinator Corp. is sponsor.

VIRGINIA SCUSSEL, for two years with Compton Adv., New York, has joined the copy department of Doherty, Clifford & Shenfield, New York.

JOHN J. MESSLER, account executive of Foote, Cone & Belding, Los Angeles, has resigned to join John H. Riordan Co., which has changed firm name to Riordan & Messler Adv.

JAMES McCLEERY, executive of McNeill & McCleery, Los Angeles agency, has joined the Navy and is temporarily stationed in San Diego, Cal.

CLAUDE CARTER, former directory representative of Southwestern Bell Telephone Co., and E. J. Conlon, former radio and radar production specialist with the AAF Air Technical Service Command, have joined the Burton Browne Agency, Chicago, as account executives.

Fleming Resigns

ROBERT M. FLEMING has resigned as program director of WCKY Cincinnati effective Feb. 3 to join Cincinnati advertising agency, Stokes, Palmer & Dinerman as radio director. Mr. Fleming has been with WCKY for two years and previously was vice-president and radio director of Harry M. Miller Inc., Columbus and Cincinnati agency. He teaches radio advertising, business correspondence and public relations at the U. of Cincinnati Evening College and is a past president of the Advertisers' Club of that city.

Mr. Fleming

Becker to Agency

FRED BECKER, Pacific Coast manager of the Blue Network spot sales division, has been appointed radio director of the new Los Angeles office of Abbott Kimball Co., New York. Mr. Kimball, president, who has been in Los Angeles in connection with the opening of the new branch, is expected back in New York this week. Blaisdell Gates, also on the West Coast, is expected to return to New York where he serves as account executive. Additional personnel for the Los Angeles office are still to be announced. Besides servicing California clients, Mr. Becker will also produce Hollywood originating shows for other clients of the agency serviced through Kansas City, Chicago and New York.

Mr. Becker

Agency Merger

WALTER K. McCREERY, recently resigned vice-president of Allied Adv. Agencies, Los Angeles, has merged his interests with Smith & Bull Adv., Hollywood. Under new set-up firm name has been changed to Smith, Bull & McCreery, with headquarters at 6642 Sunset Blvd. Charles B. Ganz, account executive, and Mayfield Kaylor, production manager, respectively of Allied Adv. have also joined Smith, Bull & McCreery in similar capacities. Allen McKee, producer, is another staff addition.

EVELYN ALLEN and James C. Kiper have joined the public relations staff of N. W. Ayer & Son, Philadelphia.

JEFF WADE, son of Walter Wade, owner of Wade Adv., Chicago has returned from Cairo, Egypt, where he was radio production man for the overseas division of the OWI, airing Middle East news to America and Great Britain. While awaiting new assignment he will work in the Chicago agency during his 32-day leave.

STEPHEN SCHAFFER has joined Raymond R. Morgan Co., Hollywood agency, as account executive.

BETTY BUCKLER JOHNSON, for five years Hollywood office manager of Benton & Bowles, has resigned to join her husband in Ardmore, Okla. Mary Edith Stahl, production aide, takes over as office manager.

(*Continued on page 50*)

SOMEONE IS ALWAYS First

THOMAS A. EDISON
First
with the incandescent lamp — 1879

WHBQ

Was the First Memphis Radio Station to establish an auditorium studio.

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by Rambeau

first

in War!

Two of KGW's ace news staff check the latest teletype news. First station in the Portland area to provide complete coverage from ALL THREE major news services—KGW is still the only Portland station which gives listeners ALL the news.

first

in Peace

When President Coolidge made his final campaign speech on October 31, 1924, few homes had radio sets, KGW carried the speech and the KGW sound truck brought the new listening magic to Portland citizens.

first

in Audience Influence

In 1924 Portland came outdoors to listen to KGW broadcast. That is no longer necessary. But in 1945 KGW pulls its audience just as surely, as it speeds accurate, complete news and comment of the battle-front to the vital home-front of Portland's great war effort. KGW is the station people in the Portland area have preferred for 23 years!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

. . . forerunner of the telegraph

Probably the earliest of all musical instruments, the drum was indispensable to primitive man. Prehistoric drums have been found on all continents, and crude forms are still used extensively by all uncivilized peoples, including our own little boys.

Long used as a means of communication, African natives still depend upon regularly spaced "drum stations" for their grapevine telegraph system.

For men only

The history of no other instrument is so steeped in superstition as that of the drum. In Oceania, if a woman sees a drum before it is completed, the drum is contaminated, and must be discarded. To some races, the drum is sacred, and the drum-yard where the instrument is made serves as a sanctuary for criminals.

Talking Turkey

You've heard of Turkey drumsticks, but did you know that the Turks invented the bass drum? Gluck and Mozart first introduced it into European music, mostly for its comic effect.

Speaking of the drummer's art, George Hogarth said: "To play it well is no easy matter. A single stroke of the drum may determine the character of a whole movement; and the slightest embarrassment, hesitation or misapprehension of the requisite force, may ruin the design of the composer."

The snare drum alone has a range from 70 to 15,000 c.p.s. Only the best recordings can approach reproduction of the drum beat with lifelike naturalness of sound. And the best today are:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
195 BROADWAY, NEW YORK, N. Y.

(*Continued from page 48*)

GREGORY DICKSON, formerly with Paramount Pictures and Walt Disney Productions, has been appointed director of publicity for Foote, Cone & Belding, New York. Prior to his movie affiliations Mr. Dickson was director of the Office of War Information, New York, and a member of the publicity staff for Gov. T. E. Dewey during the past Presidential Campaign.

MARGE KERR, talent buyer of N. W. Ayer & Son, New York, left last week on a business trip to Hollywood where she will remain several weeks.

KAL ADV. Inc., Washington, D. C. agency, has changed its firm name to Kal, Ehrlich & Merrick Adv. Inc. and has acquired enlarged office space in the Star Bldg.

RAYMOND KNIGHT and Wes McKee, program directors of Young & Rubicam, New York, have been transferred from the production dept. to the television staff. Both will continue as directors. Mr. Knight formerly directed the Borden Co. *Happy Island* program with Ed Wynn on the Blue and Mr. McKee formerly directed *My Best Girls*, sponsored for Energine by Cummer Products also on the Blue. Robert Weenolsen, who recently joined the Y & R production staff, has been shifted to the daytime radio department to produce the General Foods *Hap Harrigan* show on the Blue and will work on local radio operations for the Celanese Corp.

Radio Advertisers

ELGIN National Watch Co., Elgin, Ill., has named Gordon Howard as advertising manager, succeeding Frank R. Brodsky, who resigned to become advertising manager of the Pepsodent Co. Mr. Howard started with Elgin as editor of the company's house organ, *Watch Word*.

CALIFORNIA Assoc. Products Co., Los Angeles (Monterey grape juice punch), has appointed Lockwood-Shackelford Co., Los Angeles, as advertising counsel. Radio plans are said to be considered.

CONFECTIONS Inc., Chicago (snacks), has named Paul Grant Adv., Chicago, as representative. Radio plans are said to be considered.

CONSOLIDATED Hair Goods Co., Chicago (Fij-Oil shampoo), has appointed Malcolm-Howard Adv., Chicago, as representative. Plans are said to include radio.

SHURE Bros., Chicago (microphones and acoustic devices), has appointed Phil Gordon Agency, Chicago, to handle its advertising. Radio may be used.

STEWART-WARNER Corp., Chicago, radio division, has appointed Henri, Hurst & McDonald, Chicago, to handle advertising. Plans for radio are being considered.

DR. D. H. LeGEAR of the Dr. L. D. LeGear Medicine Co., St. Louis, has been appointed director of sales and advertising.

MONOGRAM PICTURES Corp., Los Angeles, through Weiss & Geller, New York, this week begins a series of transcribed one-minute and chain break announcements on five New York City stations on behalf of "They Shall Have Faith" and "Dillinger", to be released this month. Campaign continues through February.

QUALITY COSMETICS Corp., New York, has appointed Herbert Chason Co., New York, to handle advertising for Monique cosmetics. Radio will probably be used this summer.

LOS ANGELES SOAP Co., adding to its western schedule, on Feb. 5 for 52 weeks starts thrice-weekly quarter-hour noon newscast on KSL Salt Lake City. Agency is Raymond R. Morgan Co. Hollywood.

FIRST National Stores, New England grocery chain, has signed for sponsorship of Alton Hall Blackington's *Yankee Yarns* Friday 7:30 p.m. on WBZ Boston and WBZA Springfield. Agency is Badger & Browning, Boston.

GRAPHITE Bronze Co., Cleveland, is sponsoring the 10 p.m. news program on WJW Cleveland with copy directed toward appealing to workers to enter war work.

HELZBERG JEWELRY Co. of Iowa will sponsor Raymond Gram Swing cooperatively on KRNT Des Moines when that station switches to the Blue June 15. Agency is Carter-Owens, Kansas City.

MAX FACTOR & Co., Toronto (cosmetics), has started Frank Sinatra weekly on CFRB Toronto. Account was placed by Ted H. Factor Agency, Los Angeles.

BOVRIL (Canada) Ltd., Montreal, has started *Recipe Tunes* on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

SPECIAL FOOD Co., Chicago (Jay's Potato chips and popcorn), began sponsorship Jan. 26 of 14 announcements weekly on WJJD WIND WAAF WCFL WAIT WGES WHFC WJOB. Contract for 52 weeks was placed by Atlas Adv. Agency, Chicago.

GENERAL MOTORS Corp., Detroit, on Feb. 4 renewed sponsorship of *Victory Is Our Business* quarter-hour Sunday program on WGN Chicago. Contract for 13 weeks was placed by Campbell-Ewald Co., Detroit.

ALDENS MAIL ORDER Co., Chicago, begins sponsorship of quarter-hour program *School Days* on WCFL Chicago for 13 weeks effective Feb. 5. Agency is Craig Dennison Co., Chicago.

BURDINE'S Dept. Store, Miami, on Feb. 5 starts sponsorship on WIOD Miami of Monday through Friday quarter-hour *Sunshine Time* program. Contract is for 52 weeks.

SCHENLEY DISTILLERS, New York (DuBonnet wine) through BBDO New York has signed for *Songs of Good Cheer*, transcribed series produced by Frederick W. Ziv Co., Cincinnati, on WMAQ Miami. Contract is for 26 weeks.

COURTLAND Baking Co., Courtland, N. Y. (Colakco bread), has signed for sponsorship on WAGE Syracuse of *Korn Kobblers*, transcribed series produced by Frederick W. Ziv Co., Cincinnati. Contract was placed direct.

DELAWARE, Lackawanna & Western Coal Co., Montreal, has added a number of eastern Canadian stations to its Sunday afternoon network show *The Shadow*. Account was placed by Vickers & Benson, Montreal.

C. E. FULFORD Ltd., Toronto (Zambuk), has started thrice-weekly spot announcements on 45 Canadian stations. Account was placed by F. H. Hayhurst Co., Toronto.

ROBERT E. JONES has been appointed advertising manager of Colgate-Palmolive-Peet Co., Toronto. He is former advertising manager of General Foods, Toronto, and is past president of the Assn. of Canadian Advertisers.

ARIZONA GRAPEFRUIT Program Committee, Phoenix & California Desert Grapefruit Industry Board, Los Angeles (cooperative), in a Pacific Coast campaign on Jan. 22 for 13 weeks started using daily participation in combined *Sunrise Salute* and *Housewives Protective League* on KNX Los Angeles; *Hello Again* on KALE Portland, Ore.; *Home-Keepers' Calendar* on KOMO Seattle; *This Woman's World* on KFPY Spokane. Agency is J. Walter Thompson Co., Los Angeles.

TIVOLI BREWING Co., Los Angeles (Trivoli beer), new to radio, on Jan. 26 started using 18 transcribed announcements weekly on KFI Los Angeles and five-weekly on KFSD San Diego. Agency is Dana Jones Co., Los Angeles.

SILTON'S, Los Angeles (jewelers), increasing its current schedule on Feb. 6 starts sponsoring total of 76 transcribed spot announcements per week on KMPC Hollywood. Contract is for 52 weeks. Placement is through N. J. Newman Adv., Los Angeles.

TODD'S CLOTHES Co., Los Angeles (retail chain), on Jan. 21 expanded its weekly *Good Neighbors of South America* to an hour and a half program of recorded music on KFAC Los Angeles. Firm in addition sponsors *Harlem Holiday*, weekly 60-minute program of recorded music on KFVD Los Angeles, *Soldiers of the Press* on KECA Los Angeles, five-weekly *Pan-A-Musicana* on KFWB Hollywood, one newscast per week on KFAC KECA and a daily news period on KFVD. Spot announcement schedule is used on KECA KFVD KHJ KFMB KGB KFSD. N. J. Newman Adv., Los Angeles, has the account.

Safeway on NBC

SAFEWAY STORES Inc., Oakland, Cal. (food products), on Feb. 19 for 52 weeks starts the daytime comedy-drama *Aunt Mary* on 20 NBC Pacific stations, Monday through Friday 3:45-4 p.m. (PWT). Packaged by C & E Radio Productions, Hollywood, show also will be released via transcriptions on a list of stations in eastern centers where Safeway stores are located. Ruthrauff & Ryan Inc., J. Walter Thompson Co., McCann-Erickson and Foote, Cone & Belding, agencies servicing the Safeway account at various periods to be determined will supervise commercial credits on the program.

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales
Washington

Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

EAST

WHN—New York
50,000 Watts
GLOOM DODGERS
9:00 A.M.—1:00 P.M.
Mon. thru Sat.
The biggest talent program on the biggest independent station in the country. ¼ hr. participation—$600.00 per week.

WFCI—Providence-Pawtucket
1,000 Watts—Blue
BETTY GUNNING SAYS
1:15—1:30 P.M.
Mon. thru Fri.
An attractive, charming, well known personality conducts this easy-to-buy participator.
Spots—$10.00

WNBH—New Bedford, Mass.
250 Watts—Blue
LOCAL NEWS
8:30 A.M., 12:45 P.M.
6:15 P.M., 10:30 P.M.
Fifteen years of telling the local folks what happens locally. Participation—$4.00 day time—$5.00 evening.

WATR—Waterbury
1,000 Watts—Blue
SHOPPERS GUIDE
8:15—9:00 A.M.
Mon. thru Sat.
Helen Morris has been doing this one for eight years.
Participation—$37.80 per Wk.

WJEJ—Hagerstown, Md.
250 Watts—Mutual
SADDLE PALS
11:15-11:45 A.M.—2:15-2:30 P.M.
Mon. thru Sat.
That old time music show that gets mail and sells merchandise.
Participation—
3 per week—$15.98. 6 per week—$30.24.

WRAW—Reading, Pa.
250 Watts—NBC
IT'S IN THE BAG
(Meaning the grocery bag)
10:00—11:00 A.M.
Mon. thru Fri.
Yessir! this one rings cash registers in grocery stores.
Participation—$25.00 per Wk.

WJAS—Pittsburgh
5,000 Watts—CBS
RHYTHM SECTION
8:45—9:00 A.M.
Mon. thru Sat.
Some smooth listenin' for the busy housewife. It's recorded and participating.
One minute—$22.50 base rate.

WNAB—Bridgeport
250 Watts—Blue
1450 CLUB
7:00—8:00 A.M.
8:20—9:00 A.M.
2:30—3:00 P.M.
Mon. thru Sat.
A sparkling M.C. makes this one more than just another platter program.
Daily participation—$32.40 Wk.

WNHC—New Haven
250 Watts
ALARM KLOK KLUB
7:00-8:00 A.M.
Mon. thru Sat.
An hour of breakfast music on New Haven's newest station.
Daily participation—$20.00 Wk.

WOCB—Cape Cod, Mass.
250 Watts—Blue
WORLD NEWS
7:30 A.M., 12:30 P.M.,
6:00 P.M., 11:00 P.M.
Mon. thru Sat.
Hot from the four corners of the earth by Associated Press Wire.
Spot participation—$18.00 Wk.

WJTN—Jamestown, N. Y.
250 Watts—Blue
MEMORY MATINEE
3:30—3:55 P.M.
Mon. thru Sat.
An ideal time for those old familiar melodies.
Participation—$25.50 Wk.

WEST

KBUR—Burlington, Ia.
250 Watts—Blue
THE BURLINGTON BUGGY RIDE
11:00—11:30 A.M.
Mon. thru Sat.
It's homey, and the home folks love it.
Participation—$35.00 Wk.

WCLO—Janesville, Wisc.
250 Watts—Mutual
THE HOMEMAKERS
9:05—9:30 A.M.
Mon. thru Sat.
AUNT EM has been telling 'em how to keep house for fourteen years and they love it.
Participation—$27.00 Wk.

WDGY—Minneapolis-St. Paul
5,000 Watts
CULLUM'S SPORTS COLUMN
5:45-6:00 P.M.
Mon. thru Sat.
The Twin Cities' favorite sports editor on the air as well as in print. And do they like it!
Cost—$180.00 per week complete.

KMYR—Denver
250 Watts
MARK SCHREIBER—SPORTS
5:45-6:00 P.M.
Mon. thru Sat.
Denver's ace sportscaster—he really is big league! Four years same time, same station—now available.
Cost—$100.00 per week complete.

KBON—Omaha
250 Watts—Mutual
SUNRISE SERENADE
7:00—8:00 A.M.
Mon. thru Sat.
Don Perazzo M.C.'s this one and he's good. News, music, and free theatre tickets win a lot of listeners.
Daily participation—$27.00 Wk.

WIL—St. Louis
250 Watts
THE BREAKFAST CLUB
7:00—8:00 A.M.
Mon. thru Sat.
Twenty years of audience build up plus an easy-to-listen-to M.C. makes this one outstanding.
Minutes or ¼ hours at Card Rate.

WDSM—Duluth-Superior
250 Watts—Blue
TWILIGHT TIME
5:15—5:30 P.M.
Mon. thru Fri.
Timely tunes for Twin Port tea time.
Spot Participation—Base Rate $4.00.

KBIZ—Ottumwa, Ia.
250 Watts—Mutual
FARM & HOME PROGRAM
11:30-12:00 Noon
Mon. thru Sat.
A newsy farm program in the State where the tall corn grows.
Daily participation—$19.20 Wk.

KFUN—Las Vegas, N. M.
250 Watts
THE SPANISH HOUR
2:00-3:00 P.M.—7:00-8:00 P.M.
Mon. thru Sat.
Two whole hours of New Mexico's favorite music.
Daily participation—$16.20 Wk.

PACIFIC COAST

KFWB—Los Angeles
5,000 Watts
MAKE BELIEVE BALLROOM
11:00 A.M. to 2:30 P.M.
Mon. thru Sat.
Twelve years—same time—same station—same m.c. Al Jarvis, master of ceremonies—master salesman!
$50.00 per ¼ hr; 50 wd spots—$12.00.

KJBS—San Francisco
500 Watts
ALARM KLOCK KLUB
6:30-8:00 A.M.
Mon. thru Sat.
Surveys prove its the best dollar buy in the Bay area.
Spot participation—$0.50 base rate.

KFMB—San Diego
250 Watts—Blue
MORNING MELODIES
8:00—8:15 A.M.
Mon. thru Fri.
A good time to catch the whole family.
Participation—Base Rate $9.00.

KTKC—Fresno-Visalia
5,000 Watts—Blue
ALL STAR DANCE PROGRAM
2:45—3:30 P.M.
Mon. thru Fri.
Everybody likes a dance tune. Here's forty-five minutes of it. Participation—Card Rates.

KEVR—Seattle
250 Watts
BREAKFAST PLATTERS
7:00—8:00 A.M.
Mon. thru Sat.
If they want music with breakfast (and they do) this is where they get it.
Participations—$3.25 each.

SOUTH

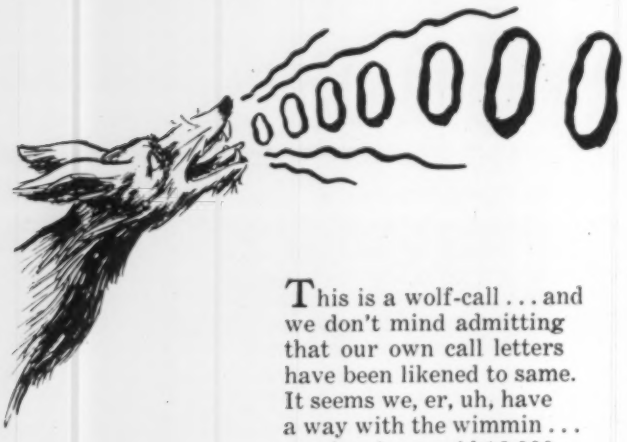
WHBQ—Memphis
250 Watts—Mutual
JITTERBUG HALL
2:00-2:30 P.M.
Mon. thru Fri.
Seven years at the same time. It's lively—it's musical—it's hot—in fact, it's the highlight of the day down Memphis-way.
Minute participation—$7.50 each, base.

WTAW—College Station, Texas
1,000 Watts—Blue
FARM FAIR
12:30 to 12:45 P.M.
Mon. thru Sat.
The Texas Aggies Station with farm news for Texas Farmers.
Spot Participation—Base Rate $6.40

WTSP—St. Petersburg-Tampa
1,000 Watts—Mutual
WOMEN IN THE NEWS
10:30 to 10:45 A.M.
Mon. thru Sat.
Mostly news about women, of especial interest to women.
Daily participation—$21.00 Wk.

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD



This is a wolf-call . . . and we don't mind admitting that our own call letters have been likened to same. It seems we, er, uh, have a way with the wimmin . . . or why else would 16,000 ladies of Cincinnati write in to become active, partcipating members of our afternoon show, Petticoat Partyline—without diamond-bracelet-bait ? ? ? ? ? ? ? ?

WSAI
A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT

ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

Two Religious Groups Plan Expansion Of Church Programs Via Showmanship

NEW INTEREST among religious groups in radio, with indications of a general trend towards its increased use and towards adopting the technique of successful entertainment on the air for religious messages, is found in expansion plans announced within the last few weeks by two major bodies—the National Council of Protestant Episcopal Churches in the U. S. A.; and the National Lutheran Council.

Their plans and interest are along the same lines projected recently by the newly formed interdenominational religious committee [BROADCASTING, Jan. 1, 8] although neither is as yet a member. Plans are characterized by interest in FM, increased use of recorded programs, more emphasis on showmanship, less on straight sermons and church service programs; and a definite attempt to steer away from sectarianism.

Representing eight Lutheran bodies, the Lutheran Council, at its 27th annual meeting in New York Jan. 23-26, created and subsidized a new division of public relations, which includes visual aids and publicity units, a newly created radio department under the direction of Alfred R. Naus, in charge of Council radio for the past year, for 12 years a church commentator. First step is to expand its quarter-hour program, *March of Faith* into a national series. Discs will be cut next week and offered free to a selected group of stations in Lutheran areas. Program originated on the Lutheran station WCAL Minneapolis several years ago and has been broadcast experimentally on other midwest stations. Content is divided between music by college choirs and a six-minute feature *Voice of the Church*, speaking on the general subject of Christianity, with special intent to avoid "sermonizing," proselytizing, and offending listeners of other faiths. Only mention of the word Lutheran occurs when the announcer credits the Council with the presentation.

Radio committee report, presented to the Council also stressed need for anticipating new radio facilities. Council will embark on a survey of FM, and is considering the possibility of network series, which might be commercial, it was learned. There is incidentally no connection between the Council and Lutheran Laymen's League, sponsor of Dr. Walter A. Maier's *Lutheran Hour* on MBS and local stations. Council participates in the Blue public service program *Vespers*.

Episcopal Council has announced its first regular radio project, a series of six quarter-hour transcriptions *The Living People*, featuring professional radio and stage actors in dramas based on "true-life" situations illustrating the religious spirit. Programs have been offered for use during Lent or at other times and have been requested so far by some 150 outlets. Only mention of the Episcopal faith occurs at the end of each program when the announcer states that the program is presented as a public service by the laymen of the Episcopal Church and the presiding Bishop's Committee on Laymen's work.

Some 500 stations now have a special disc prepared by the Council for broadcast on the day of European victory, including choir music, prayer of thanksgiving and address by the Bishop of Pennsylvania.

Postwar Ad Help

A NATIONWIDE organization of advertising and sales personnel to help labor, industry, agriculture, and consumers to understand each other's problems, and to help American youth to understand the merits as well as the problems of our economic system, was proposed Jan. 29 by Charles B. Brown, advertising director of the RCA Victor Division, at a luncheon of the Philadelphia Sales Executive Club at the Bellevue-Stratford Hotel. Mr. Brown's suggestion was part of an eight-point program to help the 88,000,000 young Americans who have known only depression, recession and war to build for permanent peace, security and a prosperous economy.

WOR Script Course

TO HELP ease the extreme shortage of trained radio writers, WOR New York is offering a course of 10 weekly sessions for qualified applicants, who will be given assignments in practical radio writing. Robert A. Simon, WOR director of continuity, will supervise the instruction.

N. Gertrude Arney

MRS. N. GERTRUDE ARNEY, 76, mother of C. E. Arney Jr., executive-treasurer of the NAB, died in Los Angeles Jan. 26 following an abdominal operation. Interment was at the family home in Pocatello, Ida.

"—but WFDF Flint didn't say we don't need Civilian Defense!"

Do you know about this NEW COMBINATION?

WKZO
CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY

The Fetzer Broadcasting Company, operator of Station WKZO at Kalamazoo, is now also operating a brand-new station at Grand Rapids—WJEF—and time can be bought on both stations at a bargain combination rate.

You of course know that WKZO, Kalamazoo, serves *eighteen* important Western Michigan counties (daytime) with a population of 630,792. Now WJEF gives you a quarter-million people in Grand Rapids and Kent County—is CBS, and has the most favorable frequency in the market.

Together, WKZO and WJEF are more than an unbeatable combination—they are the *must* for advertisers who even hope to get optimum radio coverage in Michigan's *second* area. . . . We'd be happy to send you the whole story—or just ask Free & Peters.

Owned and operated by Fetzer Broadcasting Company
FREE & PETERS, INC., Exclusive National Representatives

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes
JOS. WEED & CO.
350 Madison Avenue, New York

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
CONNECT IN CONNECTICUT
. . . by using WDRC, the station with one low uniform rate for all advertisers . . . national, regional and local.

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

Friendly, Persuasive personalities, plus entertainment and service geared to this six-state area GET RESULTS!
WIBW The Voice of Kansas in TOPEKA

THE Business OF BROADCASTING

Hunt Bros. Expands

HUNT BROS. Packing Co., Los Angeles (canned tomato sauce), having substantially increased its radio advertising appropriation, in a concentrated campaign has started using a total of approximately 150 transcribed 20-second announcements weekly on 19 western stations. Contracts for 52 weeks started in January. List includes KNX KPO KQW KOIN KOY KIRO KTAR KHQ KARM KOL KGA KJBS KFI KWJB KGLU KYCA KYUM KYUM KVOA. Other stations are being added. Firm also sponsors weekly half-hour CBS *I Was There* and 15-minute news commentary by Arthur Gaeth on 38 Don Lee Pacific stations. Agency is The Biow Co., Hollywood.

Consider Radio

JAMES A. GREIG & ASSOC., Chicago, has been appointed to handle advertising for the following accounts: Foote & Jenks, Jackson, Mich. (flavor specialists); Transit Fareguard Corp. (fareboxes), Downers Grove, Ill.; and Commercial Plastics Co., Tru-Tone Laboratories (dentures), Efengee Electrical Supply Co., and Burrell Belting Co., all of Chicago. Radio is considered. Louise E. Brown, formerly of Protection Products Co., Chicago, has joined the agency as spacebuyer.

Todd Sponsors Swing

TODD SHIPYARDS Corp., New York, last week started Raymond Gram Swing's Blue Network cooperative program on WJZ New York on a thrice-weekly quarter-hour basis as part of a radio drive to recruit workers. Contract is for 52 weeks. Radio schedule has been expanded to include quarter-hour commentaries, and entertainment programs of varying lengths on WLIB WINS WMCA WNEW. Agency is Wendell P. Colton Co., New York.

Store Promotion

TO MARK the redecorating and reorganization of its record salon, McCallum's Department Store, Northampton, Mass., in cooperation with Victor records, secured Vaughn Monroe to appear at the salon to conduct a quarter-hour broadcast over WHYN Holyoke. Mr. Monroe was interviewed on the program, which had been promoted previously by WHYN, before a capacity crowd. McCallum commercials were worked into the interview.

Irving Appoints Chernow

JOHN IRVING SHOE Corp., Boston, national chain shoe store firm, has appointed the Chernow Co., New York, to handle advertising. Sponsorship of weekly quarter-hour transcribed musical programs will be continued on WPEN Philadelphia and WWDC Washington, and one-minute transcribed spot announcements at varying intervals will be continued on WKAT WORC WORL. Other stations will be added shortly.

Spare Way Campaign Begins

SPARE WAY FOOD PRODUCTS, Brooklyn, manufacturers of condiments and Gold Crest mayonnaise, has named Hal A. Salzman Assoc., New York, to handle its first consumer advertising. Space campaign started last week for mayonnaise and will be followed by spot radio as soon as fuller national distribution is achieved.

WGN 'Peeve Court'

TITLED *Pet Peeve Court*, WGN Chicago is airing a program under sponsorship of Esquire Theatre, Chicago, every Friday 8:15-8:30 p.m., presenting opinions about the little things which bother people most. Show is conducted by Edith Davis and Harold Isbell. Contract for 13 weeks was placed by George H. Hartman Co., Chicago.

Radio Talent Firm

JOSEPH J. ANTHONY Radio Productions, new unit specializing in packaged live and transcribed shows, has been established at 6365 Selma Ave., Hollywood. Telephone is Hillside 0105. Firm is headed by Joseph J. Anthony, freelance writer-producer.

May Consider Spots

RADIO WIRE TELEVISION Inc., New York, has appointed Diamond-Seidman Co., New York, to handle advertising for postwar radios. Spot radio may be used in the near future.

Names Compton

POCKET BOOKS Inc., New York, effective Feb. 1 has appointed Compton Adv. New York, to handle postwar advertising. Radio will be used.

Radio Luncheon

SALUTING RADIO and building its luncheon meeting program around the industry's 25th anniversary, Los Angeles Advertising Club is to have Col. Thomas H. A. Lewis, commanding officer of Armed Forces Radio Service, Hollywood, as guest speaker Feb. 6 in Los Angeles Biltmore Hotel. His talk is titled "Victory Through Air Power". William B. Ryan, general manager of KFI Los Angeles and 16th NAB District director, will be chairman of the day, with Irvin Borders, club chairman, presiding.

Tallest Tower

WNAX Yankton, S. D., now claims the world's tallest tower in view of a report from Sid Feder, war correspondent for AP in Rome, which states that the radio tower at Budapest, the only such structure in the world which topped the WNAX tower, is no longer visible in allied reconnaisance photos. Original broadcasting buildings of the stations are still visible, however.

WNAC Wives Quiz

CONSOLIDATED Gas Co., Boston, began sponsorship Jan. 29 of Monday through Friday *Quiz the Wives* on WNAC Boston. Program features clubwomen in and around Boston who are awarded War Stamps for their club charity for giving the right answers to quiz master and m.c. Les Smith. Show is recorded in the afternoon and played back the following morning.

WFTL War Chest Show

CAMPAIGN for the Community War Fund in Miami was aided by a broadcast over WFTL when Louise Richman, WFTL War Chest chairman and member of the station's engineering staff, arranged for Lt. George H. Gay, USNR, holder of the Navy Cross and Air Medal for his part in the Battles of Midway and Guadalcanal, to tell of his experiences. Also on the program was James I. Keller, president of the Dade County Community War Chest. WFTL employes subscribed 100%.

BBC Participation

THE BBC was to participate in the CIO Blue Network series Feb. 3, when delegates to the World Trade Union Congress in London will answer questions posed by a CIO official from New York, and on Feb. 17 when CIO delegates will present a special report to the American people.

KRKO Dedication

KRKO Everett, Wash., on Feb. 3 formally opened and dedicated its studios with RCA console and other new equipment now housed on a 10½-acre site at the northern city limits. Western Electric transmitter has also been shifted to new location.

WADC Listening Post

WADC Akron now operates its own short wave listening post under the direction of Ted Hanna, news editor. Items from foreign sources can now be included in locally prepared newscasts.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

HOW THEY LISTEN

WHEN BOTH WESTERN NORTH CAROLINA STATIONS FEATURE NEWSCASTS AT THE SAME TIMES SIX WEEKDAY MORNINGS:

	WWNC	2nd Station	All Others
8:00 am NEWS Monday thru Saturday	20.4*	1.9	13.5
9:00 am NEWS Monday thru Saturday	17.2*	1.7	8.6

WWNC leads 10 to 1 over 2nd station and has a rating higher than all other stations combined—delivering well over 50% of the Western North Carolina audience for each period.

HOW THEY LISTEN . . . TO WWNC!

* Percentage of radio homes in area tuned to WWNC.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE
Don S. Elias, Executive Director
Represented by the Katz Agency

5 YEARS AHEAD OF ITS TIME

FM
AM
CW

27.8 to 143 Mc

Covers old and new FM bands

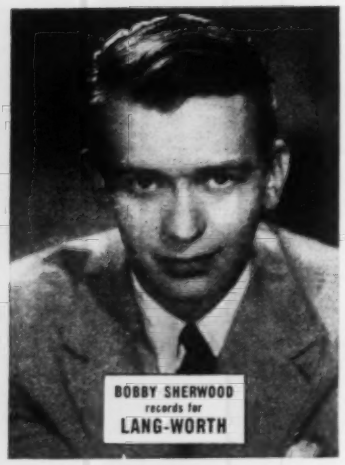
hallicrafters Model S-36

EXACTLY five years ago—in 1940—Hallicrafters introduced a very high frequency communications receiver with a range of 27.8 to 143 Mc. This model was clearly five years ahead of its time in its anticipation of new and exciting possibilities for superior performance on the higher frequencies. Today Model S-36 stands by itself as the only commercially built receiver covering this range. It is outstanding for sensitivity, stability, high fidelity. With its extraordinary VHF versatility it is ready for immediate application in the ever widening fields of FM and higher frequency development work. Engineering imagination at Hallicrafters is reaching out beyond the next five years, beyond the present known limits of radio technique so that Hallicrafters equipment will continue to be always ahead of its time, above and beyond your best expectations.

BUY A WAR BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS COMPANY, MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.



Post No Bills

Sales come easier when you use the powerful influence of WAIR. We have the listeners and the listeners have money. Don't post bills. "Post" an order to—

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

WSLI
JACKSON MISSISSIPPI

HOT COFFEE, MISSISSIPPI?

This is a splendid little village in Covington County, but good to the last drop in advertising results is JACKSON — Mississippi's percolating center of a BILLION DOLLAR effective buying income!

And WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK

WEED & COMPANY
NATIONAL REPRESENTATIVES

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

COLUMBIA Pictures Corp., New York, is securing wide-spread indirect promotion for the film "A Song to Remember" through the George Sand Memorial Talent Search now being conducted through both radio stations and newspapers. Search is named in honor of the French novelist who with the composer Chopin are principle characters in the film. CBS figures prominently in the contest, with at least 40-45 stations committed to promote the search locally over the air; plans to have the winner appear on *Kate Smith Hour* and receive an audition from the network; and with Ted Collins, producer, and Marjory Morrow, CBS casting director among those serving on the board of judges. Several other network and independent stations, including WHN New York are participating and others may join in.

Competition is run in conjunction with local showings. Stations invite contestants to try for the title of "best amateur dramatic actress" by reading over the air a speech given by Merle Oberon, the "George Sand" of the film. Local winners' presentations are recorded and sent with picture to New York for final judging. In turn, stations figure in promotion and advertising placed locally for the contest by theatres via trailers, posters, newspaper insertions, and handouts. Columbia has been advertising the film over the air for the past month through spot announcements and sponsorship of programs, usually news commentaries before local openings, in key markets nationally. Agency is Weiss & Geller, New York.

* * *

KCMO Contest

THE "Name of the Sponsor" contest which KCMO Kansas City has been running since Jan. 7 has awarded four $25 bonds to four weekly winners to date. More than 25 national and local programs have been pictured on billboards and posted in 60 locations throughout greater Kansas City. Only the name and the time of the program are shown with the call letters of the station, and "1480 On Your Dial" prominently displayed. To enter the contest it is necessary to name any one of the billboard programs as well as the sponsor and then complete the sentence, "I like KCMO program because . . . ." in 25 words or less. At the end of the 20 week contest, a $500 War Bond will be awarded to one of the 20 weekly winners.

* * *

WRC Hat Contest

SPONSORED in conjunction with the movie "Together Again", WRC Washington on Jan. 22 conducted a hat contest to find the woman in Washington who had the most "attractively-unusual" hat. Contest which was conducted by Nancy Osgood, whose women's program is heard Monday through Friday 1-1:30 p.m. on WRC, reached its climax on the mezzanine of the Earle Theatre where a $50 War Bond was presented to the winner with the two runners-up receiving a $25 Bond each. Recording was made for playback on Miss Osgood's show. Judges were fashion editors of two Washington papers, and Gail, well-known New York fashion and beauty consultant.

* * *

CHML Contest

CONTEST is being conducted by CHML Hamilton, Ont. to choose an Ontario serviceman to be sent on an all-expense trip to New York for guest appearance on *Blind Date*, sponsored Monday evening on the Blue by Lehn & Fink. Pamphlets, newspapers, window cards and other tie-in promotion is being used.

* * *

KWK Promotion

PROMOTION piece "Big Man and Big Results" has been issued by KWK St. Louis on the station's *MJB Show*, record program featuring the nearly 300 lb. "Big Man" Ed Wilson. Twice daily programs are cooperatively sponsored.

Merchandising & Promotion

Talent Search Promotion—Contests Displays—Reports—Reprints

WSGN Displays

SHELF DISPLAYS of products advertised over WSGN Birmingham are featured by the Alabama station each week in the studio lobby. Since a ration stamp is required to take a pair of shoes from the store, a shoe advertiser who wished to display his product solved the problem by using two left shoes in the display. Station also is using window, counter and floor displays in local stores tying-in with WSGN programs.

* * *

WKY Tour Report

REPORT on the success and effectiveness of the WKY Oklahoma television tour [BROADCASTING, Dec. 18, 1944] has been released by the station in the form of a promotion folder titled "'Box Office'—the Tale of a Tour". Brochure states that 63,545 persons witnessed the exhibit in 19 Oklahoma cities between Nov. 11 and Dec. 2, 1944 which drew 45,000 lines of newspaper comment. Pictures of tour are included.

* * *

Ad Reprints

ACCORDION-FOLDED promotion piece "Any Way You Look At It" presents six reprints of NBC western division 1944 trade paper advertisements emphasizing audience leadership. Data is based on Pacific Coast program Hooper ratings.

Promotion Kit

PROGRAM promotion kit designed to spotlight one NBC program is being sent each month to affiliated Pacific stations from the network western division sales promotion department. Working materials include press stories, background material, spot announcements, photos, mat layouts, direct mail and display material and promotion stunts. Enclosed in handy envelop, a record blank and indexed network-addressed postage-paid envelope insure return of results for compilation into large display scrapbooks for client consideration.

* * *

Calendar Notebook

CALENDAR notebook for 1945 distributed by RCA contains, in addition to information about the company and its various subsidiaries, a directory of the standard, FM and television broadcasting stations in the U. S., a map of the proposed television network route and a list of NBC's top programs.

* * *

WJW Bowling Prizes

BOWLING tournament with prizes totaling $2,520 is being sponsored by WJW Cleveland Feb. 5 to March 5 under direction of Earl Harper, WJW sports director, who will conduct the broadcast each week from the Albambra Alleys in Detroit. Contest is open to both men and women bowlers.

SEE HOW THEY LEAN OUR WAY

A Hooper plus of 38.5% during the past twelve months shows how Alabama ears are inclined. . . . The State's best coverage and the most listeners make WSGN Alabama's Best BUY Far.

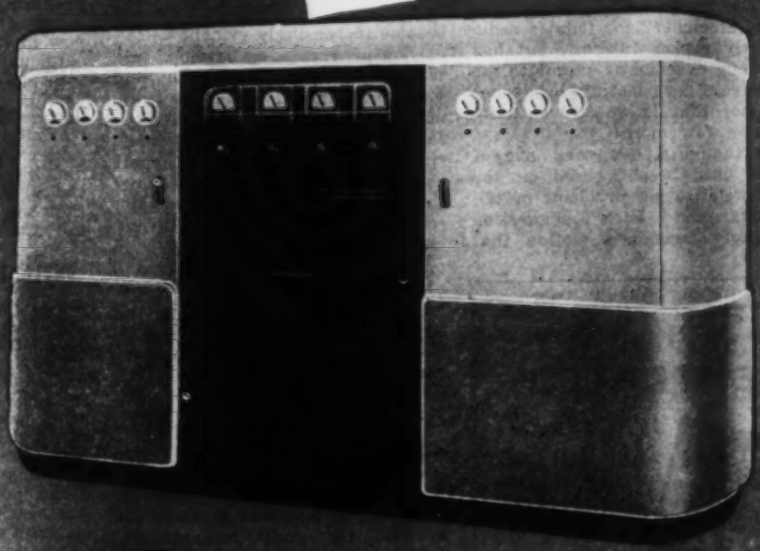
HOOPER ALL DAY AVERAGE RATING
SEPT.-OCT. 1944-1943

STATION	A	B	WSGN
1944	25.0	35.5	36.4
1943	26.8	42.3	26.4
CHANGE	-.6%	-16.4%	+38.5%

The Birmingham News-Age-Herald Station **WSGN**

REPRESENTED BY HEADLEY-REED

A BASICALLY NEW IDEA IN FM TRANSMITTERS...



PLUS ALL THE EXTRAS OF SPECIAL WESTINGHOUSE RESEARCH FOR FM

*For harmonics up to 30 kc/s at ± 75 kc/s swing, distortion is less than 1.5% rms for modulating frequencies between 50 and 15,000 cps.

Here in a smartly-styled package is a basically new approach to FM transmitter design . . . combined with all the performance extras of special Westinghouse research for frequency modulation.

Built in 1, 3, 10 and 50 kw ratings, this new design provides direct generation of the modulated carrier by a simple and straightforward circuit. Frequency corrections are independent of critical tuning. Distortion is low.*

Metal-plate rectifiers—first introduced by Westinghouse for high-voltage, high-current AM applications—virtually eliminate outages caused by rectifier (tube) failures. Space and cooling requirements are reduced, operating costs are lowered.

Your nearest Westinghouse office has complete details of this new triumph in FM transmitter design in booklet B-3529. Or write Westinghouse Electric & Manufacturing Company, Radio Division, Baltimore, Maryland. J-08103

XXV - RADIO'S 25TH ANNIVERSARY - KDKA

SPORTS

4
Exclusive
Sports broadcasts
in two days

KMPC
LOS ANGELES
710 Kc.-10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

Time Stretcher For Television Is Offered by David W. Dole

Agency Executive Urges Full Quarter-hour for Actual Program Itself Without Commercials

EDITOR BROADCASTING:

Joe Spadea's article and your editorial comment on the subject of shorter air-time program periods [BROADCASTING, Jan. 16] has prompted my bringing forth a similar suggestion for the video industry. The question of a "time-availability stretcher" for today's radio not only evokes interest, but has been long overdue as succor to the timebuyers' everlasting headaches . . . not that it won't eventually create a few more!

My thoughts, however, have of recent date been focused on the commercialization problems of television, and Joe's suggestion seemingly seconds a motion that I now make to the present as well as future television broadcasting management.

Wedlock Possible

The current NAB ratio of audio-commercials-to-program-time (3 minutes of every 15, daytime), will be too large for television. This will become increasingly evident as television programming develops new techniques for both audio and video commercials and the ultimate wedlock of the two. At the same time, and not in any respect speaking in the guise of an expert at this stage of the game, it is my thought that a video program plot could be handled more naturally and completely if granted full 15 minutes for *program*. As second cousin to the one-act play or the Saturday-afternoon kids' serial-episode, the "soapers," for instance, would be hard pressed before the camera to present a worthwhile eleven minute "program" format.

A Chance to Promote

Speaking of programs only, would it not be better to give them . . . let's say, 17 minutes each . . . 15 for programs and a maximum of two for audio commercials? Video commercials will have to be regulated by other qualifications than that of time. Three of these 17-minute programs in an hour leaves a balance of nine minutes. These I suggest should be used in three segments, each consisting of: (1) a 10-second station identification, (2) a 2½ minute spot announcement, and (3) a 23-second station "service" spot.

The 10-second station identification would immediately follow the sign-off of the sponsored "program," thus effectively eliminating the hitch-hike effect of radio's two-second identification brushed aside by "Blurt's Belch Remedy." Ten seconds of air time also would give the television station a chance for promotion on its own behalf.

The 2½ minute commercial spot announcement would be simply video's version of today's one-minute spot, but the longer time plus video policy similar to the NAB Code, should insure *entertainment* programming for at least a minute and a half of the time. The thought is that such entertainment programming of spot announcements would avoid a repetition in television of today's radio row over the spots. With the addition of "picture," building entertainment into such spots has unscaled heights of possibilities.

Finally, the "service" spot in the

(*Continued on page 60*)

NEWSCAST CLEANUP
WCMI Commercials Devoted Solely to War Effort

ADDED to the growing list of stations which are either displaying new interest in cleaning up commercials on newscasts or have been doing so for some time is WCMI Ashland, Ky. which informs BROADCASTING it has been following the pattern set forth by the *St. Louis Post-Dispatch* editorial [BROADCASTING, Jan. 25] for some time.

On the Mutual Fulton Lewis Jr. program, the local WCMI sponsor Ashland Dry Goods Co., which is now in its second year of sponsorship, has never used merchandise mention or sales plugs. The time usually allotted to commercials is devoted solely to promotion of the war effort, with copy boosting current campaigns. Only the opening and closing commercials and not the middle break are used to state that the program is presented by the Ashland Dry Goods Co.

NBC Recording Expands

RADIO-RECORDING division of NBC has opened offices in San Francisco. Robert Z. Morrison, formerly of the recording division's sales staff in New York, is in charge, assisted by Janet Slight who, until the expansion, handled the division's local operations. The San Francisco branch will make available to all broadcasting stations, advertisers and agencies in the area west of Denver, all of the division's recording services.

HIGHEST CONCENTRATED COVERAGE in the DETROIT AREA
—AT LOWEST DOLLAR COST!

THAT, SIR, IS WHAT CKLW OFFERS! And it's a fact—this live-wire station's 5,000 watts at 800 kc. is the key that will open AMERICA'S THIRD MARKET to your product and assure you a healthy portion of profit that is yours for the asking. Let's get together and do some sure-fire POST-WAR planning without delay. Because—in spite of jammed schedules—we may be able to do something for you RIGHT NOW!

Union Guardian Bldg., Detroit 26

Adam J. Young, Inc.
National Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

NBC AFFILIATED STATION
RICHMOND, VA.
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
5000 WATTS

AUGUSTO GODOY

FORMERLY PARTNER
AND PRESIDENT OF
MESTRE & GODOY
HAVANA, CUBA

and

FERMIN P. CROSS

FORMERLY
CHIEF COPYWRITER
OF THE SAME FIRM

announce
the formation, on
January 13, 1945, of

GODOY & CROSS

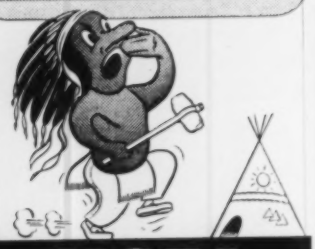
with offices at
Prado 51,
Havana, Cuba

Telephone: Havana A-1941

"—and I spose yuh'd like t' install a radio—and listen tuh WFDF Flint!"

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

ON THE WAR PATH FOR BIGGER IDAHO SALES?



KSEI
POCATELLO · IDAHO

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

(*Continued from page 58*)

division of time outlined above would give the facilities' salesman a second sale at each "break." The 20-second "service" spot would include time, temperature, weather forecast, airplane ceiling, overcast, visibility and landing conditions, and/or news items. It would close with a quick station identification before the opening of the next program.

A cross-section of an hour as suggested in the aforementioned would log as follows:

P.M.		Length Minutes	Seconds
1:00:00-1:17:00	"Life in a Laundry" Program	17	0
1:17:00-1:17:10	Station Identification	0	10
1:17:10-1:19:40	"Sunshine Spots," Announcement	2	30
1:19:40-1:20:00	"Weather by Blatz"	0	20
1:20:00-1:37:00	"Musically Speaking" Program	17	0
1:37:00-1:37:10	Station Identification	0	10
1:37:10-1:39:40	"Red Heart Speaks," Announcement	2	30
1:39:40-1:40:00	"Time by Blatz"	0	20
1:40:00-1:57:00	"Dreier, News Analysis" Program	17	0
1:57:00-1:57:10	Station Identification	0	10
1:57:10-1:59:40	"Rinso White," Announcement	2	30
1:59:40-2:00:00	"Air Reports by Blatz"	0	20

The 2½ minute spot, programmed and produced on sound film on a national basis, would be a boon to the secondary station with limited facilities. It would supply an entracte to the programming, giving the station with limited studio facilities a chance to set up for their next program.

The over-all result of the plan commercially, as compared with radio's four 15-minute segments per hour, would be 10 minutes of audio commercials per hour as compared with today's 13 to 16 minutes per hour. In the number of saleable periods for the facilities' salesman, it would total nine per hour as compared with today's eight (except where some-stations are selling more than one break programs).

Personally, I think Joe Spadea "has something there" in his suggestion for radio . . . and I'd be interested in thoughts of both radio and television management on my suggestion.

DAVID W. DOLE,
Associate Radio Director,
Henri, Hurst & McDonald, Inc.

New Talent Service

GROUP headed by James L. Saphier, Hollywood radio talent agent, and Tom Fizdale have taken over Myron Selznick & Co., Beverly Hills, Cal., talent service. Under new set-up firm will be known at Myron Selznick—James L. Saphier & Co., with personnel of both organizations retained. Mr. Fizdale has assumed duties of general manager of the combined operations, with headquarters at 9700 Wilshire Blvd. Monica McCall continues as head of the New York office with Bruce Powell, manager of the radio department in New York. James Doane, associated with Mr. Saphier, becomes active in the new set-up, bringing his network package *Mayor of the Town* sponsored on CBS. Although Myron Selznick & Co. Ltd. of London is not included in the change of ownership, a close working agreement is being concluded for interchange of talent representation.

Pan American Video

PAN AMERICAN AIRWAYS System, New York, about March 12 will sponsor for the first time a series of weekly half-hour video film shows on the NBC television station, WNBT New York, through J. Walter Thompson Co., New York. Travelogue series, to run 52 weeks, will promote travel in Latin America via Clippers. A few live shows also will be presented. Although a time schedule has not been completed, show will probably be telecast Mondays at 8 p.m.

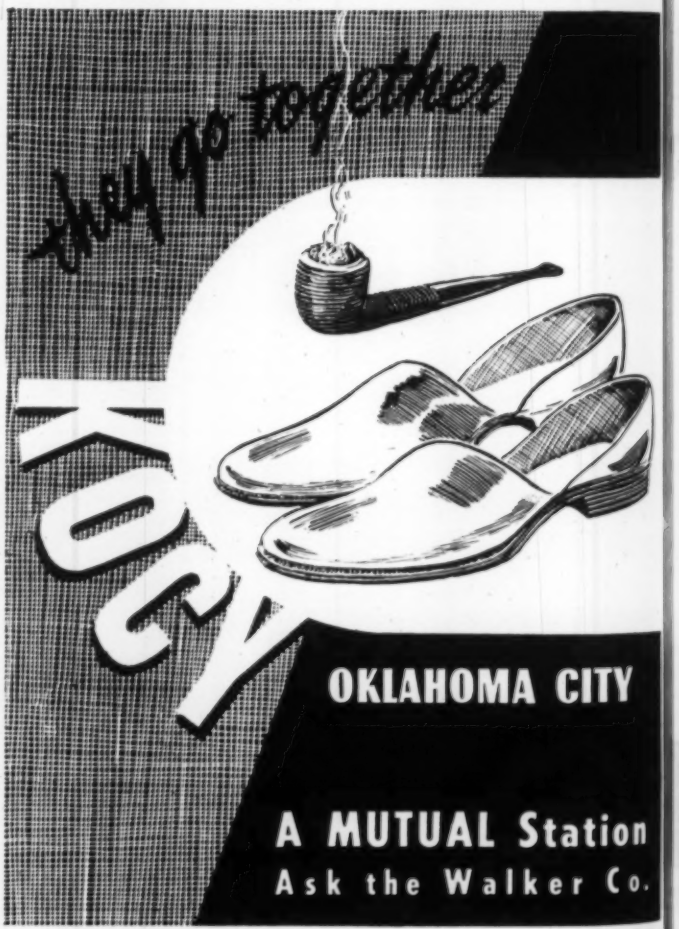
WITH no hotel rooms available in Syracuse and traffic at a standstill because of the heavy snowfall, 100 inches to date, cots were set up in the studios of WFBL Syracuse for engineers and announcers one night last week, thus making sure the station was signed on at 6 a.m.

FOUR western Canadian stations represented in eastern Canada by Radio Representatives Ltd., Toronto and Montreal, are now represented in western Canada by the Winnipeg office of H. N. Stovin & Co. They are CFCN Calgary, CFRN Edmonton, CFQC Saskatoon, and CKPR Fort William.

BOB HOPE, radio comedian, shown reading over his 10-year co tract for approximately $10,00 000 with the Pepsodent division Lever Bros. Contract was sign by Charles Luckman, president Pepsodent (left seated) as Jam A. Barnett, vice-president of Pep dent (left standing) and Hug Davis, vice-president of Foote, Co & Belding, New York, approv Mr. Hope is heard Tuesdays, 1 10:30 p.m., on 128 NBC station

TBA Committee Heads

J. R. POPPELE, president Television Broadcasters Assn., h appointed the following committe chairmen for 1945: Publicity, Pa Raibourn, Television Production chairman; Douglas Day Buchana & Co., co-chairman. Membersh Ralph B. Austrian, RKO Televisi Corp. Engineering, F. J. Bingle Philco Radio & Television Corp Station Operations, Standards Personnel, O. B. Hanson, NBC.



More than 35 Years of Service to the RADIO INDUSTRY

Whether Amplitude Modulation . . . Frequency Modulation . . . or Television — dependability is a *must* for all broadcast equipment.

Federal broadcast equipment has earned a reputation for that dependability because *it stands up.*

For more than thirty-five achievement-studded years . . . from the Poulsen Arc to the new CBS Television Station . . . Federal has served the broadcast industry with superior equipment.

Federal's background includes such milestones of electronic progress as the 1000 Kw Bordeaux Transmitter; Micro-ray, the forerunner of modern television technique; and the first UHF multi-channel telephone and telegraph circuits, part of a world-wide communications system . . .

All this, plus the war-sharpened techniques that are the result of ability *and* experience, combine to give you craftsmanship . . . the kind of craftsmanship that builds dependability into all Federal equipment.

In AM . . . FM . . . TV . . .

. . . your prime need in broadcast equipment is dependability — *look to Federal for it.*

FEDERAL TELEPHONE & RADIO — FTR

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

OWI PACKET, WEEK FEB. 26

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 26. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	KW Ind.	Group OI Aff.	OI Ind.	NAT. SPOT PLAN Live	Trans.
Army Nurses	X	--	--	--	--	--	--
Keep Food Prices Down	--	--	--	--	--	X	X
Hold Prices Down	--	--	X	--	X	--	--
Careless Talk	--	X	X	X	X	--	--
Income Taxes	X	--	--	--	--	--	--
Stop Wartime Accidents	--	X	X	X	X	--	--
Red Cross Drive	X	--	--	--	--	--	--

See OWI Schedule of War Message 149 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

ONLY FARGO? I THOUGHT IT WAS CHICAGO!

Fargo stores, and Fargo *businesses*, are just as modern and as *big*, as those found in many cities of much larger size! Why? Because Fargo is the shopping center of the entire Red River Valley—one of the country's richest farming sections—home of more than one million properous people.

And WDAY *in* Fargo, is the ONLY station that's heard throughout the whole Red River Valley—the *best* advertising medium between Minneapolis and the coast! May we tell you *more*?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

THEY AGED ANOTHER 20 YEARS—in front of the camera—wh James R. MacPherson, KOA general manager (l) reminded these st members of their 20 years with the Denver station. "Old men" had special KOA program in their honor. Adding up to 100 years of serv are the scores of: Robert H. Owen (flowing beard), assistant manag and chief engineer; Lt. Comdr. J. A. Slusser (framed, with black hand bars) now on leave with the Navy; C. A. Peregrine (with fringe on to chief control supervisor, holding up the picture. Seated characters ar Walter L. Morrissey (goatee parted in middle), assistant control supe visor; Francis A. Nelson (beard at half mast), of KOA's transmitte staff. NBCers hanging on wall include (l to r): John H. MacDonald, vic president in charge of finance; William S. Hedges, vice-president charge of stations; Niles Trammell, president; Frank E. Mullen, vic president and general manager; A. L. Ashby, v-p and general couns

Chicago Ad Women Give Details of Snapp Award

FOR THE ninth consecutive year the Women's Advertising Club of Chicago will sponsor the Josephine Snapp Award competition, to be made in June, to the woman whose work in advertising represents the most outstanding contribution in that field during 1945. Contest was started in 1937 as a memorial to Josephine Snapp, former president of the Women's Ad Club of Chicago and vice-president of the Advertising Federation of America.

National in scope, the contest is open to all women in advertising. Entries must be received by April 5 to be considered for the award, a silver trophy, which will be presented at the convention of the Advertising Federation of America. Applications for the Josephine Snapp Award may be obtained from the chairman of the committee, C. D. Bertolet & Co., 30 N. Dearborn St., Chicago 2.

WOL Staff Changes

CHARLES LEWIS, formerly production manager of WBEN Buffalo, has joined the production staff of WOL Washington and will work with George Sutherland, production manager. Other staff appointments include Lillian Ruppert, formerly traffic manager of WOL to be assistant sales manager and Mae Griffin, former continuity editor, who becomes traffic manager. John Arnold, assistant to Miss Griffin, has been appointed continuity editor and Priscilla Hall, formerly of the service department, has transferred to the continuity staff as Miss Arnold's assistant.

PAA Cancels

EXECUTIVE Committee of the Proprietary Assn. of America has canceled the organization's 1945 annual convention, which was to have been held May 15-17 at the Biltmore Hotel, New York.

Three Join MBS

WHKK Akron, owned and operate by United Broadcasting Co. wi 1,000 w on 640 kc will become af liated with Mutual Feb. 25, maki a total of 249 MBS affiliates. Ne work has acquired two 250 stations, both operating with 1340 kc—WFIG Sumter, S. C operated by Radio Station WFI Inc., on Jan. 6; and WMLT Du lin, Ga., owned and operated A. B. Robinson, on Jan. 16.

Moline, home of Deere & Co.

Time buyers are selecting the TRI-CITI market because farm machinery produ tion after the war will be DOUBLE th of the best prewar years, as predicte by the U. S. Dept. of Commerce.

TRI-CITIES now has over 200,000 urba population . . . a BIG market tod . . . BIGGER tomorrow!

See that your sales keep pace w TRI-CITIES' growth . . . count on th 5,000 watt, right-at-home "salesman".

WHBF

ROCK ISLAND-MOLINE, ILL. DAVENPORT, IO

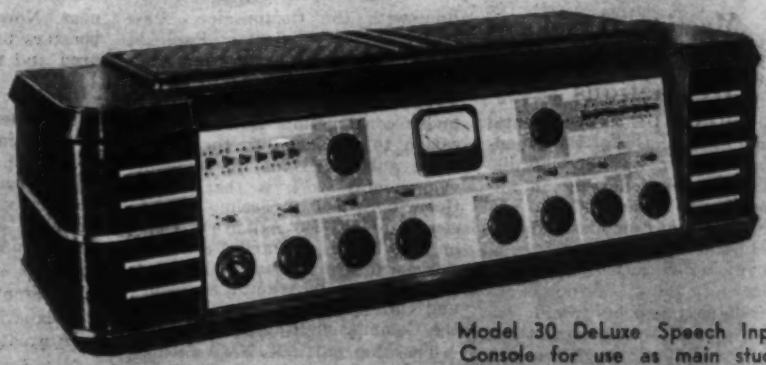
1270 KC 5000 WATTS

BASIC MUTUAL NETWORK

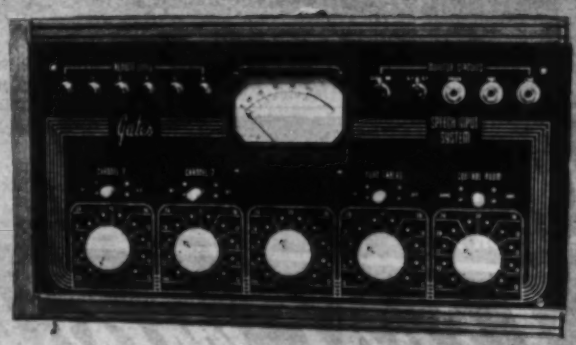
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representa

Only Gates Offers You This Choice of SPEECH INPUT CONSOLES



Model 30 DeLuxe Speech Input Console for use as main studio control unit for stations up to 50,000 watts.



Model 51 CS Studioette Speech Input Console for smaller stations and sub-studio operation.

● Here are two popular examples of how Gates equipment is *engineered for efficiency and economy* to meet the requirements of every type of station. These two popular studio control units meet every demand for use as a main studio control unit, as sub-studio control equipment, for auditorium pick-ups and for large broadcasts such as symphonies, conventions, etc. You'll find these Gates units in service all over the world . . . time-proven by dependable service in more than 100 U. S. broadcasting stations ranging from 250 to 50,000 watts.

THE MODEL 30 CONSOLE is streamline-designed for real showmanship by one of America's leading industrial designers, and carefully engineered to combine these important features:

- ★ FM frequency response
- ★ 5 complete pre-amplifiers
- ★ Dual program and monitoring amplifiers instantly interchangeable
- ★ All circuits controlled by keys (no push-buttons employed)
- ★ Illuminated VU meter
- ★ Massive modernistic appearance

THE MODEL 51-CS STUDIOETTE is a junior size of the Model 30, substantially lower in price and ideally suited for the moderate-size station, where quality control equipment with the following features is desired:

- ★ FM frequency response
- ★ High gain and low distortion
- ★ Accommodates 5 microphones, of which any 3 may be mixed simultaneously
- ★ Has 6 remote positions
- ★ Complete cueing, monitoring and muting facilities
- ★ Attractive 3-color finish

Wartime restrictions do not allow the sale of new broadcasting equipment without priority, therefore this equipment is presented merely to acquaint you with Gates' current developments.

Ask About Our Priority Plan for Prompt Delivery When Gates Equipment Is Again Available.

Gates RADIO COMPANY, Quincy, Illinois, U. S. A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • ANTENNA TUNING AND PHASER UNITS
AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

National FM Experiments Under Way

FCC Meeting Discloses Probe of Spectrum By Stations

A NATIONWIDE experimental program in all phases of FM broadcasting is under way, it was disclosed last week following an all-day conference of 29 FCC and private engineers at Commission headquarters in Washington.

Cooperating with the Commission Engineering Dept., a dozen licensees have taken on specific assignments to probe the present FM spectrum (42-50 mc) and the proposed band (84-102 mc) in an effort to arrive at conclusions based on actual knowledge and to develop technical FM standards, both for educational and commercial broadcasting.

The experimental program, in line with the Commission's new policy under Chairman Paul A. Porter of closer cooperation with broadcasters, is being carried on by a few stations, while others still are under construction. Latest organization to be added to the list of those authorized for the wide developmental work is that of the Georgia School of Technology (licensee of WGST Atlanta), which on Jan. 25 was granted a construction permit for a 1 kw developmental FM station in Atlanta, frequency and call letters to be assigned by the Commission Engineering Dept.

The Journal Co. FM stations, WMFM and W9XJC Milwaukee, were the first to attempt FM boosters. Experiments over a long period of time have convinced station executives that boosters within the service area have worked well, according to Phil Laeser, chief engineer. Now W9XCJ is moving its boosters to the edge of its service area and will report results.

New Antennas Tested

KLZ Denver, which had no representation at the Monday conference, proposes to reverse the Milwaukee booster procedure and place its boosters at the edge of the service area of its FM experimental station, W9XLA, where signal strength is low. Because of the mountainous region around Denver the experiments will be watched with great interest.

New types of antennas are to be used by four stations. In Boston the Matheson Radio Co., licensee of WHDH-W1XMR, will place into use a biconical horn radiator, developed by A. Earl Cullum Jr., former consulting engineer now with the Office of Scientific Research & Development. W1XMR has been assigned channels at 49.9 mc and 99.8 mc for the experiments.

WSB Atlanta, operating W4XAL, is working on a vertically polarized antenna. The station already has operated on 43.7 and 49.9 frequencies and is ready to start experiments on 99.8 mc. A fourth channel, 87.4 mc, has been assigned also.

Evansville On the Air Inc., licensee of WEOA and WGBF Evansville, Ind., and of W9XEV is using another new type of antenna known as the stacked corner reflection antenna. W9XEV also will investigate multipath measurement by pulse modulation. The station has been assigned channels at 49.9 and 99.8 mc.

John Barron, Washington consulting engineer, has developed still another new type of antenna which will be put into operation by W4XCT Chattanooga, licensed to the Chattanooga Broadcasting Co., operator of WAPO. W4XCT also proposes to multiplex. Frequencies of 43.7, 87.4 and 98.9 mc have been assigned for the experiments.

Maryland Broadcasting Co., licensee of WITH Baltimore and W3XMB, will operate in conjunction with the Jansky & Bailey Washington station, W3XO, and W3XL and W3XLA, licensed to Commercial Radio Equipment Co. to determine the extent of co-channel and adjacent channel interference. The Baltimore station has been assigned 43.2 mc, same as the Jansky & Bailey frequency, and 49.9, same channel as W3XL, to broadcast simultaneously to ascertain the extent of co-channel interference.

Other frequencies assigned Maryland Broadcasting Co., of which Thomas Tinsley is president, are: 43.4, 99.8 86.4 mc. Commercial Radio Equipment Co., operated by Everett L. Dillard, has been assigned the 49.9 and 99.8 mc channels.

Voice of Alabama Inc., licensee of WAPI Birmingham, W4XAP and W4XFM, proposes to operate two transmitters into one antenna.

Test Your Plans--PROFITABLY
in the nation's
no. 1 test market

NORFOLK* IS MADE TO ORDER

Here's a metropolitan unit, 650,000 buyers — compact, busy, prosperous — ready to tell you what and how you're selling.

HERE'S SUSTAINED ACTIVITY

Norfolk* buying power will have no transition. 90% of industry here will make for peace what it made for war.

EASY TO SUPPLY — EASY TO CHECK

Traffic center for Mid-Seaboard, with foreign and coast-wise commerce ready for action.

TEST-COVERAGE PROFITABLE

WTAR dominates the NORFOLK* market, reaching more listeners than all other stations combined, with listening to outside stations practically nil. Details on Hooper Reports available on request.

*NORFOLK METROPOLITAN MARKET: a market unit of 3 adjoining cities: Norfolk, Portsmouth and Newport News, Virginia.

WTAR
NORFOLK, VIRGINIA

NBC NETWORK
5,000 Watts Day and Night
National Representatives:
Edward Petry & Co.

not just one...
OR TWO—OR THREE
But SIX IMPORTANT FACTORS
Make the El Paso Southwest
A truly GREAT MARKET

1. CATTLE—the finest cattle country in America.
2. COPPER—over 50% of America's production is in this vast area.
3. COTTON—the nation's highest cotton yield per acre.
4. TOURISTS—America's all-year playground on the sunshine border.
5. MEXICO—here's the gateway for imports and exports to Mexico.
6. SMALL INDUSTRIES—50 different industries provide diversified payrolls.

KROD
Harmon D. Roderick, Owner
Val Lawrence, Manager
600 KC 1000 Watts
EL PASO, TEXAS
Howard H. Wilson Co.
Nat. Rep.

and investigate noise levels in Birmingham. Outside of Pittsburgh, Birmingham is said to have the highest noise level of any city in the country. Frequencies assigned the Birmingham stations are: 43.1, 49.1, 86.2, 98.2.

Little Burst Touble

All last summer the Courier-Journal & Louisville Times Co., licensee of W9XEK Louisville, observed bursts. At last week's conference, D. C. Summerford, chief engineer, reported he had concluded bursts won't be a major bother to FM at 45.5 mc. New assignment for W9XEK under the developmental plan is to conduct comparative field strength survey on 156, 88.6 and 45.5 mc.

Attending last Monday's conference were the following:

A. Earl Cullum Jr., W1XMR Boston, Office of Scientific Research & Development; D. C. Summerford, WHAS-W9XEK Louisville; Paul Dillon, WMIT Winston Salem, N. C.; Phil Hedrick WSJS-W4CGG Winston-Salem; B. B. Barnes, WAPO-W4XCT Chattanooga.

Frank H. McIntosh, Washington consulting engineer; Wilton Chiles, WIOD Miami; C. F. Daugherty, WSB-W4XAJ Atlanta; Ernest L. Adams, WHIO Dayton; A. W. Shropshire, WSB, all representing the Gov. James M. Cox stations.

Stuart Bailey, C. M. Jansky Jr., D. C. Ports, Oscar Reed, all representing Jansky & Bailey and W3XO; Phil Laeser, WMFM-W9XJC Milwaukee; G. M. Howard, WHDH-WXMR Boston; Jay W. Wright and Ogden Prestholdt, CBS-WAPI-W4XAP-W4XFM Birmingham; John Creutz, chief, Domestic & Foreign Branch, Radio & Radar Division, War Production Board; Everett L. Dillard, W3XL-W3XLA Washington.

Representing the FCC were: V. R. Simpson, assistant chief engineer; John A. Willoughy, chief, and C. H. Owen, assistant chief, Broadcast Engineering Division; C. M. Braum, chief; C. B. Plummer, assistant chief, and H. S. Cowperthwait, Nonstandard Broadcast Service; E. W. Allen Jr., Technical Information Division.

Benton & Bowles Named For GE Chemical Ads

GENERAL ELECTRIC Co., Schenectady, has appointed Benton & Bowles, New York, to handle advertising of the newly formed chemical department, it was announced last week by Robert L. Gibson, who has been appointed advertising and sales promotion manager of the department.

Department incorporates the plastics division, heretofore handled by Leighton & Nelson, Schenectady, and the resin and insulation material division, previously part of appliance and merchandise department, the latter now handled by Young & Rubicam, New York. Plans for national advertising of the plastics divisions are now being formulated and will be announced in the near future, Mr. Gibson said. Production of plastics is confined to raw materials and products advertised to the trade.

Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

The San Francisco Radio Picture *Has* changed!

Look up Blue's KGO in your latest Hooper!

It's THE Bay Area Buy!

Where the elite meet TO EXCHANGE IDEAS

Printers' Ink
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 East 42nd Street, New York 17, N. Y.

These radio organizations presented their own stories to the nearly 16,000 Printers' Ink readers in 1944. Here radio's *first* promotional effort was delivered to the largest group of advertising, marketing and selling people in the world.

The Blue Network
Columbia Broadcasting System
Columbia Pacific Network
Cowles Broadcasting Company
Don Lee Broadcasting System
Mutual Broadcasting System
National Broadcasting Co.
NBC Spot Sales
NBC Western Division
New England Regional Network
North Central Broadcasting System
Pacific Blue Network
Square Deal Stations
Westinghouse Radio Stations, Inc.
Wisconsin Network, Inc.
Yankee Network

KABC,	San Antonio, Texas	WGAR-WJR-KMPC,	Cleveland, O.
KDKA,	Pittsburgh, Pa.	WGBI,	Scranton, Pa.
KDYL,	Salt Lake City, Utah	WGN,	Chicago, Ill.
KECA,	Los Angeles, Calif.	WGR,	Buffalo, N. Y.
KFEL,	Denver, Colo.	WHAM,	Rochester, N. Y.
KFI,	Los Angeles, Calif.	WHB,	Kansas City, Mo.
KGU,	Honolulu, Hawaii	WHBF,	Rock Island, Ill.
KMBC,	Kansas City, Missouri	WHK,	Cleveland, Ohio
KMOX,	St. Louis, Missouri	WHKC,	Columbus, Ohio
KNX,	Los Angeles, Calif.	WHO	Des Moines, Iowa
KOMO-KJR,	Seattle, Wash.	WIOD,	Miami, Florida
KRIS,	Corpus Christi, Texas	WJZ,	New York, N. Y.
KRNT,	Des Moines, Iowa	WKZO,	Kalamazoo, Mich.
KSJB,	Jamestown, N. Dakota	WLAC,	Nashville, Tenn.
KSTP,	St. Paul, Minnesota	WLIB,	New York, N. Y.
KTUL,	Tulsa, Oklahoma	WLS,	Chicago, Ill.
KXOK,	St. Louis, Missouri	WMAQ,	Chicago, Ill.
KXYZ,	Houston, Texas	WMBD,	Peoria, Ill .
KYW,	Philadelphia, Pa.	WMC,	Memphis, Tenn.
WABC,	New York, N. Y.	WMCA,	New York, N. Y.
WBBM,	Chicago, Ill.	WMT,	Cedar Rapids, Iowa
WBT,	Charlotte, N. C.	WNAX,	Yankton, So. Dakota
WBZ,	Boston, Mass.	WNEW,	New York, N. Y.
WCAU,	Philadelphia, Pa.	WOC,	Davenport, Iowa
WCBM,	Baltimore, Maryland	WOW,	Omaha, Nebraska
WCCO,	St. Paul, Minn.	WOWO,	Ft. Wayne, Indiana
WDAY,	Fargo, North Dakota	WPTF,	Raleigh, No. Carolina
WDBJ,	Roanoke, Virginia	WRC,	Washington, D. C.
WDRC,	Hartford, Conn.	WRNL,	Richmond, Virginia
WDZ,	Tuscola, Ill.	WSYR,	Syracuse, N. Y.
WEAF,	New York, N. Y.	WTAG,	Worcester, Mass.
WEEI,	Boston, Mass.	WTAM,	Cleveland, Ohio
WENR,	Chicago, Ill.	WTAR,	Norfolk, Virginia
WFIL,	Philadelphia, Pa.	WTIC,	Hartford, Conn.
WFLA,	Tampa, Florida	WTOP,	Washington, D. C.
WGAR,	Cleveland, Ohio	WWL,	New Orleans, La.

Allan B. DuMont Laboratories

John Blair & Co. • I. Katz • Free & Peters, Inc.
W. E. Long Company • World Homemakers

PRINTERS' INK
205 East 42nd St. New York 17, N. Y.

RTPB-FMBI Proposals

(*Continued from page 15*)

only a fraction of the time, although the question has not been put formally to the Commission.

Under the Commission's proposals, television channels would be as follows: One channel, 44-50 mc; five channels, 54-84 mc; six channels, 180-216 mc.

ARRL Approves Proposal

FM would be 84-102 mc, with the 102-108-mc band unassigned but later determination to be made by the Commission regarding the allocation of all or a part to FM, non-Government emergency services, facsimile or television. Amateurs would be allocated, under the proposal, a 4-mc band from 50-54 mc, separating the first and second television channels.

The American Radio Relay League, which vigorously protested the RTPB recommendations that amateurs be allocated only a 58-60 mc band in that portion of the spectrum, has advised the FCC that its board of directors voted to accept the allocations proposed by the FCC. K. B. Warner, managing secretary, asked permission to be heard in support of the Commission's recommendations.

Whether the ARRL would accept the compromise, as reportedly suggested by the FMBI and RTPB, could not be learned, although it was pointed out that the amateurs still would have four mcs instead of two, as the RTPB originally proposed.

Original RTPB recommendations were: Television, seven channels, 60-102 mc; 11 channels, 152-218 mc, making a total of 18. Under the proposed compromise, the six channels in the 180-216-mc band as suggested by the FCC, would remain, making a total of 12 channels for "downstairs" television.

Coupled with the reported attack on Mr. DuMont's statement and the proposed compromise allocation proposal, proponents of present-band FM are prepared, it was reliably reported, to challenge propagation data calculated by Dr. K. A. Norton, former FCC expert on leave to the War Dept., in which he observed FM could offer better service above 120 mc.

IRE Fight Renewed

The fight against Dr. Norton's conclusions, which flared at the annual winter conference of the Institute of Radio Engineers in New York on Jan. 26 [BROADCASTING, Jan. 29], continued in a special session, Jan. 27, after last week's BROADCASTING went to press.

On Saturday, C. M. Jansky J... of Jansky & Bailey, Washingt... consulting engineers, and chairm... of RTPB Panel 5 on FM, told t... IRE that the proposed FM sh... would be like "falling out of t... frying pan into the fire". He ma... three specific charges as follows:

(1) Too little facts and too much interpretation of facts have been submitted as reasons why the FM change should be made.

(2) Confusion of thought by many between what actually is engineering fact and what is pure interpretation.

(3) Attention is being directed to possible detrimental effects of sporadic skywave phenomena that might harm or mar FM on its present band of 42-50 mc and too little upon actual quantitative evaluation of what goes on in the band 84-102 mc, to which it is proposed to move FM.

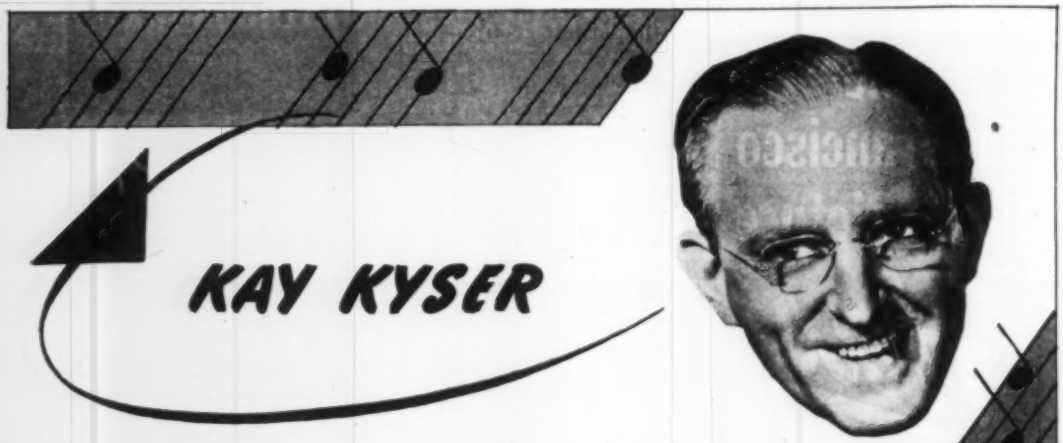
Norton Defends Move

Dr. Norton, who did not atte... the Friday meeting but who wro... a paper which was read by E. ... Allen Jr., of the FCC Technical I... formation Division, came to M... Allen's aid in the Saturday sessi... He told the IRE:

"Part of the industry has beg... a campaign to lead the public t... believe their FM sets, purchase... before the war, will be obsolete ... the FCC makes this shift. Of cour... they will become obsolete. Wh... this minority in the radio industr... fails to add is that these receive... will be obsolete after the war re... gardless of the position of the F... band in the radio spectrum."

Mr. Allen repeated his assertio... of Friday that if FM suffers so... now from long-distance interfe... ence, it will find more trouble whe... the maximum sunspot cycle i... reached again about 1949-50. "Th... present FM frequencies will ha... to be revised upward by some 15... to get away from this expecte... trouble," he said.

Mr. DuMont and T. T. Goldsmit... of the DuMont Labs. asked if the... might speak in behalf of televisio... but they were ruled out of orde... at the special Saturday session... Dr. Goldsmith said, however, tha...



COWBOY SERENADE	Col. 36244
ALEXANDER THE SWOOSE WHY CRY, BABY	Col. 36040
BY-U, BY-O POPOCATEPETL	Col. 36422
WHO WOULDN'T LOVE YOU HOW DO I KNOW IT'S REAL	Col. 36526
ZOOT SUIT	Col. 36517

The Professor, who introduced the "Kollege of Musical Knowledge" to radio listeners back in 1937, has rightly earned the affection of millions. His popularity on records, on the air and in pictures goes on year after year.

One alumna of Kyser Kollege, Ginny Simms, has gone on to great success of her own . . . but remaining with the band are those perennial favorites, Ish Kabbible, Sully Mason and Harry Babbitt.

For the complete list of BMI-licensed titles recorded by Kyser see your BMI DISC DATA or write for your copy of this special service.

BMI

NEW YORK CHICAGO HOLLYWOOD

10,000 WATTS · DAY & NIGHT

We're Selling POWER That's Got SELLING POWER

NEWS SPORTS MUSIC

PHILADELPHIA'S MOST POWERFUL INDEPENDENT

WIBG

the DuMont television station had operated its audio transmitter with FM at 84 mc without difficulty.

While the greatest opposition to the proposed allocations has arisen in the FM field, several individuals and groups have commended the Commission for its proposals. Among them is Metropolitan Television Inc., licensee of WABF New York, FM station, and W2XMT, experimental television station. I. A. Hirschmann, vice-president, wrote the FCC last week that he was "highly pleased with the Commission's decisions" and that "we are urging that the recommendations of the Commission will be adopted as the final report". He enclosed a copy of a letter which he addressed to Walter J. Damm, president of the FMBI, taking issue with the FMBI stand, as follows:

As members of the FMBI, we wish to inform you that we have studied the recommendations of the Commission relative to frequency modulation and are in complete accord with them. It is our intention to urge their final adoption. Will you therefore record radio station WABF as dissenting in any proposal to register a protest against the new allocations.

Formal notices of appearances have been filed by the following RTPB panels and committees:

Panel 13, D. E. Noble, chairman—Committee 7, R. O. Klemetti, chairman; Subcommittee 8, Milo M. Dean, chairman; Committee 5, K. M. Hoover, chairman (will appear only if proposed transit communications channels are opposed).

Panel 12, C. V. Aggers, chairman—Industrial Heating, Dr. Alexander Senauke; Medical Applications, A. W. Mathis.

Requests for oral argument have been filed by the following. (Where the names of persons scheduled to appear were given, they are listed):

NAB, J. Harold Ryan, president.

FM Broadcasters Inc., filed by Philip G. Loucks, general counsel, in behalf of the following: FMBI—Walter J. Damm, president; John Shepard 3d, Mr. Loucks, Stromberg-Carlson Mfg. Co.—Ray H. Manson, W. F. Cotter, George R. Towne. General Electric Co.—W. R. David. Zenith Radio Corp.—Comdr. E. F. McDonald Jr., G. E. Gustafson, J. E. Brown. The Journal Co., Milwaukee, licensee of WMFM—Mr. Damm.

Yankee Network Inc.

Cowles Broadcasting Co.—T. A. M. Craven, vice-president.

Interstate Broadcasting Co., licensee of WQXQ New York—John V. L. Hogan.

Television Broadcasters Assn.—W. A. Roberts.

Allen B. DuMont Labs.—W. A. Roberts.

CBS—Joseph H. Ream, vice-president; Julius F. Brauner, general counsel; Sutherland G. Taylor, counsel.

RCA and its affiliates, NBC, RCAC, Radiomarine Corp. of America—Thomas H. Harris.

Subscription Radio Inc.—Joseph L. Weiner.

American Trucking Assn.

Assn. of American Railroads.

Chicago, Rock Island & Pacific Railway Co.

National Assn. of Motor Bus Operators—Milo M. Dean.

AT&T.

U. S. Independent Telep. Assn.—Clyde S. Bailey.

Wabash Telep. Co., Bloomington, Ill.; Tri-County Telep. Co., South Haven, Mich.; Union Telep. Co., Owosso, Mich.; Texas Telep Co., Sherman, Tex.; Southern Continental Telep Co., Cookville, Tenn.

Eastern States Police Radio League—Sgt. D. J. McFarlane, president; Lt. Arthur H. Vickerson, secretary; Sgt. Edward F. Tierney, chairman, League's Frequency Allocations Committee.

Aireon Mfg. Co., New York—Charles N. Kimball, vice-president in charge of engineering, electronics division.

Edison Electric Institute and Assn. of Edison Illuminating Cos., Philip H. Chase.

U. S. Office of Education, Dr. R. R. Lowdermilk.

Lorain County Radio Corp.

Concurrences with the FCC allocation proposals were filed by the following:

Forestry Conservation Communications Assn.—Will not appear but reserve right to protest any objections to use of forestry frequencies.

Philco Corp. [BROADCASTING, Jan. 29].

Aeronautical Radio Inc.—Satisfied with proposed allocations but if opposition arises, Gordon A. O'Reilly, vice-president, seeks right to appear.

American Radio Relay League, K. B. Warner. Concurs and asks permission to appear.

Metropolitan Television Inc., New York. Permission to file brief only was sought by Dr. Alfred N. Goldsmith, consulting engineer.

FM STATICLESS broadcasting is the theme of a nationwide educational campaign initiated by the Stromberg-Carlson Co., Rochester, N. Y. Stanley H. Manson, manager of public relations for the firm, is shown with campaign material—a counter display with a supply of free booklets for circulation by company distributors and dealers. Agency is McCann-Erickson, New York.

If you use radio in IOWA, you need the

1944 IOWA RADIO AUDIENCE SURVEY

gives detailed analyses, maps showing counties where *each* Iowa station is "listened-to-most". Tells which stations are preferred in cities, towns, on farms—and why. Furnishes invaluable data on Iowa *program* preferences and favorite listening *hours*, broken down by age, sex, place of residence. Plus dozens of other vital facts you *need*. Get your free copy TODAY. Address:

WHO—912 Walnut St.
Des Moines 7, Iowa

"TAP TAP" Who's There?

Some smart sponsor tapping the rich Portland Market by means of WGAN

STATION WGAN PORTLAND MAINE

National Sales Representatives: PAUL RAYMER COMPANY

LINGO

VERTICAL TUBULAR STEEL RADIATORS

. . . now available promptly to stations with necessary priority

We are ready now to serve you again, if you have the proper priority to purchase new equipment. In planning your modernization program, be sure to investigate the exclusive and superior features of the Lingo Vertical Tubular Steel Radiator. They are available in standard heights—100 to 500 feet. Orders placed now can be delivered within a few weeks. Write at once for details.

Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.

JOHN E. LINGO & SON, INC.
Est. 1897 Camden, New Jersey

Soule Heads Onondaga

OSCAR F. SOULE, vice-president of Onondaga Radio Broadcasting Corp., operating WFBL Syracuse, last week was elected president of the corporation, succeeding the late Samuel H. Cook. Other officers elected are: Robert G. Soule, vice-president and treasurer; Samuel Woodworth, vice-president and general manager; Charles F. Phillips, vice-president; Charles S. Estabrook, secretary; Marjorie K. Hill, assistant treasurer and C. H. Sanford, assistant secretary. Directors of the company are Oscar F. and Robert G. Soule, Mr. Woodworth, Mr. Estabrook, and Jane Cook Sanford.

WGN Rejects Wallace

ALTHOUGH REFUSING to broadcast a speech by Henry A. Wallace on Jan. 29 on the grounds that Mr. Wallace at the time was not a Government official and was discussing political and controversial matters, WGN Chicago agreed to feed the program to WCFL, Chicago AFL station. Mr. Wallace spoke at a dinner given by the Union of Democratic Action in cooperation with the *New Republic* at the Hotel Commodore, New York. Mutual broadcast the speech at 9:30 p.m. (CWT). WGN filled the half-hour with a remote dance band.

Bataan

(*Continued from page 16*)

with the aid of Lt. Frank Burgess of San Diego, Cal., built a small receiver during their long internment in Cabanatuan prison camp, filling toothpaste tubes with acid to furnish battery power. Through this medium, prisoners were kept informed of news of the outside world.

The first live broadcast from Luzon on the daring raid was put on the air at 5 a.m. Thursday by George Folster, NBC correspondent. Mr. Folster had proceeded 10 miles into the Jap territory to meet the returning rescue party, had interviewed a couple of the liberated Americans and returned to his base for the broadcast.

Word Awaited of Silen, Bell

NBC, it appeared, also scored a beat in direct pickups from the area to which the delivered prisoners were taken. At 9 a.m. Friday, NBC Correspondent Patrick Flaherty interviewed the following Americans who had been held by the Japs: Sgt. J. B. Brown, Madison, Fla.; Cpl. Carl E. Stuart, Omaha, Nebr.; Pfc. Norman J. Lez, Chicago; T/Sgt. George J. Gavin, Dubuque, Ia.; Cpl. Max Greenberg, Brooklyn; Pfc. Frank Wilson, Salinas, Cal.

News that Bert Silen and Don Bell, the former general manager and the latter news and special events chief of KZRH Manila before their capture, and both ex-NBC correspondents, were among the rescued was awaited anxiously by New York network headquarters. Last word received was that both are held in a civilian camp near the U. of Manila. NBC New York hears that both are alive and are responsible for organizing morale building programs for prisoners in the area—Mr. Bell as a correspondent on the camp newspaper and Mr. Silen as a prisoner director, elected by his fellow-captives. KZRH is owned by Brig. Gen. Carlos P. Romulo, resident commissioner of the Philippines and former public relations aide to Gen. MacArthur.

CBS had three string men, not regular correspondents, on the air from Manila before its fall, from whom no word has been heard since Bataan. They are John Bouw... John Wilkins and Tom Wirth... Royal Arch Gunnison, captured a... imprisoned by the Japs after M... nila fell, and later repatriated... with American forces on Luz... now, representing *Collier's* a... MBS. He interviewed 12 men a... broadcast messages from them ... MBS at 11:15 p.m. Thursday.

Art Feldman, Blue Network c... respondent on Luzon, was unab... for mechanical reasons, to re... the U. S. with his post-resc... broadcasts as late as noon Frid... He, with Maj. A. A. Schecht... with Gen. MacArthur as public r... lations aide now, were responsi... originally for putting Mr. Silen a... Mr. Bell on the air. At that ti... Maj. Schechter was News and Sp... cial Events Director for NBC a... MBS. He interviewed 12 men a... broadcast messages from them ... MBS 11:15 p.m. Thursday.

AGRICULTURE NET AIRS FARM SERIE

AGRICULTURAL Network ... some 35 stations in Illinois, Mich... igan, Indiana, Iowa, Missouri, a... Kansas, in addition to the curre... stations affiliated with North Ce... tral Broadcasting System, has be... established to carry a new series ... farm programs to be produced b... NCBS, it was announced last we... by John W. Boler, president ... the system.

Primary purpose of programs w... be originated out of WLOL Mi... neapolis, key station to network, ... for dissemination of information ... farmers engaged in the raising ... grain, poultry, and livestock. Ar... rangements may be made at a lat... date to originate programs out o... Chicago and to install special ci... cuits to Washington, D. C. to e... able members of the Departmen... of Agriculture to participate ... broadcasts intermittently, and t... enable members of agricultur... committees in the Senate and Hous... of Representatives to speak dire... to the farmers.

Stations which have to date ap... proved North Central Broadcasting ... System's plan to establish this agr... cultural network and which hav... offered NCBS use of facilities are:

KTTS KWK WHB WDWS WAS... KWOC WLDS KBUR WAOV KTSW KGG... KHMO KBIZ WEBQ KVAK KGF... KSOO KWOS WKBH WMBH WIRE KSA... WTRC WJBC WLAV WKBZ WKL... WTCM WELL WIBM WMAM KOM... WCLS.

WANNA MAKE A BIG SPLASH IN FROG POND (Ky.)?

When the melodic evening chorus arises from such aquatic communities, *our* voice isn't heard! But, boy, how it *is* heard in the Louisville Trading Area, where the only "frog-skins" ever seen are the ones that make the cash registers tinkle! Our listeners make up the best market in the State—buy more stuff than is sold in all the rest of Kentucky *combined*. Want the full story?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

1000 WATTS WROK BLUE NETWORK

THE *only* STATION THAT CAN DO A JOB FOR YOU IN

ROCKFORD, ILLINOIS

THIRD LARGEST MACHINE TOOL CENTER IN THE WORLD

√ CHECK WITH HEADLEY-REED

NAB Parleys

(*Continued from page 13*)

ross meeting and a War Fund rley.

The Byrnes' request, he pointed t, applies to all trade shows, exbits, conferences, assemblies and nventions, including those of inustrial, commercial, labor fraterl, social, professional, religious, vic, governmental organizations. "However necessary or essential the work of an organization a nference or convention might rmally be," he said, "it is difficult to think of any assemblage hat could not be put off and its ctivities handled by temporary achinery or groups of less than 0 persons."

Canada Included

Attendance of persons using intercity transportation originating the United States to attend a nvention held at a nearby point utside the United States, such as oronto, Canada, is considered as alling within the ban, Col. Johnon said. This may affect the plans some American broadcasters to ttend the convention of the Canaian Assn. of Broadcasters, to be eld in Quebec Feb. 12-14. Canada as instituted no ban.

Col. Johnson concluded: "The ardstick used to measure the esentiality of any meeting is how he winning of the two wars we are now fighting will be impeded f the meeting in question were eld to an attendance of 50 or canceled outright."

Keep It Brief

CLARITY and brevity in newscasts are stressed by George Cushing, WJR Detroit news editor, in a poster on the newsroom bulletin board. Beneath the picture of an elderly Chinese, Mr. Cushing printed: "Old Chinese newscaster say 'Use Small Words to Tell Big Story'."

CLARE BOOTHE LUCE WONT TAKE TO AIR

REP. CLARE BOOTHE LUCE (R-Conn.) will devote her full time to legislative duties and will not go on the air, her office announced last week. Negotiations had been in progress whereby Mrs. Luce would have begun a commentary on Mutual, 10:15-10:30 p.m. Sundays for Textron Inc., clothing manufacturer.

"Pressure of legislative duties prevented Mrs. Luce from accepting the radio offer," said her secretary, Al Morano. "She might reconsider at a later date but the whole thing's off at the present."

The Connecticut Congresswoman had planned to comment on war supporting projects and was to have been given free reign in her program, according to Mr. Morano. Mutual confirmed that Mrs. Luce would go on the air starting Feb. 25, but a few hours later withdrew the confirmation. Agency for Textron Inc. is J. Walter Thompson Co., New York.

McDonald Joins Blue

JOSEPH A. McDONALD, assistant general counsel of NBC, has resigned to join the American Broadcasting Co. (Blue Network) Feb. 15 as general attorney. A native New Yorker and a graduate of Fordham and New York U. law schools, Mr. McDonald began to practice law with the firm of Hunt, Hill & Betts. He joined NBC as senior attorney in 1932, went to Chicago in 1937 to handle NBC's legal work in that city, and returned to New York as assistant general counsel in November, 1943. At the Blue he succeeds Robert D. Swezey, who last December became vice-president and assistant general manager of Mutual.

ESSO NEWS LEADS CAB NIGHT SURVEY

THE Esso five-minute nighttime news programs sponsored locally by Esso Marketers, Standard Oil Co. of N. J., scored a rating of 6.2, the highest rating of all locally placed national "spot" programs, according to the Cooperative Analysis of Broadcasting which last week released the first ratings for new service included in the CAB program reports.

Judy & Jane, transcribed quarter-hour serial sponsored by Kroger Baking Co., ranked second with a 5.9 rating for December, and *Symphonette*, half-hour disc program sponsored by Longines Wittnauer Watch Co., third with 4.9 rating.

WHAM

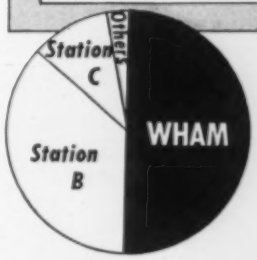
Your Western New York Salesman

REPORT BY CROSSLEY, INC., FOR ROCHESTER, N. Y.

THE RADIO AUDIENCE BY STATIONS

AUGUST 5—NOVEMBER 30

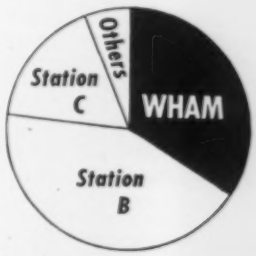
TECHNIQUE · TELEPHONE · COINCIDENTAL



Morning

8:00 A.M.—12 NOON
MONDAY-FRIDAY

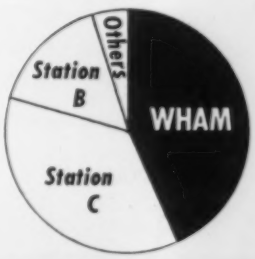
WHAM	50.1%
Station B	36.2%
Station C	9.9%
Others	3.8%



Afternoon

12 NOON—6:00 P.M.
MONDAY-FRIDAY

WHAM	33.7%
Station B	43.0%
Station C	17.2%
Others	6.1%



Evening

6:00 P.M.—10:30 P.M.
MONDAY-SUNDAY

WHAM	43.0%
Station B	37.1%
Station C	15.2%
Others	4.7%

Plus Coverage of all of Western New York

50,000 Watts . . . Clear Channel . . . 1180 On The Dial . . . Basic NBC

National Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Thorough PITTSBURGH Coverage

. . . plus thorough cooperation

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

GOD AND PRAYER

"If radio's slim fingers
Can pluck a melody
From night and toss it over
A continent or sea;

If the petaled notes
Of a violin
Are blown across a mountain
Or a city's din;

If songs like crimson roses
Are culled from thin, blue air,
Why should mortals wonder
If God hears prayer?"

JOSEPH F. RYAN,
Elgin, Ill.

Kneebone Opens Agency

JOHN R. KNEEBONE, has resigned as account executive with McJunkin Adv. Agency, Chicago, to open his own agency, the John R. Kneebone Co., at 221 N. La Salle Street, Suite 1407, telephone, And. 4722. Roy L. Moyer, copywriter with McJunkin, joins the new firm as head of copy. New agency will handle the advertising schedule of the Simoniz Co., Chicago, which was formerly with the George H. Hartman Co., Chicago. Moorman Mfg. Co., Quincy, Ill. and the Brookfield Lab., Brookfield, Ill. both former McJunkin Adv. accounts, will be handled by the new organization.

DRINKING A TOAST to the success of the new Coca-Cola *Songs Morton Downey* series which switched today (Feb. 5) to Mutual (l to r): Edgar Kobak, MBS president; Morton Downey, star of program heard Monday through Friday 12:15-12:30 p.m., and F Coste, vice-president and director of advertising for Coca-Cola Co.

Hooper Criticizes New CAB Figure Reopening Feud Over Survey Metho

FEUD between the Cooperative Analysis of Broadcasting and C. E. Hooper Inc., quiescent for the past year, has broken out again. First volley comes from the Hooper organization in response to the recent CAB announcement that, beginning this month, the CAB will issue to its subscribers six reports a year showing the distribution of audience for morning, afternoon and evening among stations in each of the 81 cities surveyed by the CAB in the collection of data for its semi-monthly national program ratings.

Declaring that this "would once again build a situation of giving to buyers and sellers reports without comparability, "the Hooper organization is announcing that its "Continuing Measurement of Radio Listening" reports are being available to advertisers, advertising agencies and networks. Heretofore these reports have been distributed only to subscriber stations in some 60 cities and their station representatives.

Will Ease Situation

"This availability," the Hooper announcement states, "will eliminate situation which might have brought about chaos in timebuying and selling—a chaos comparable to that which existed prior to one year ago when every network program found itself with three ratings, the Hooper rating and two CAB's."

The Hooper National Reports, in the form of two pocket pieces for evening audiences and one for daytime audiences each month, will also be distributed to the 453 stations subscribing to the local audience measurements, the announcement states, adding that these stations will also receive the Hooper Sectional Reports, published three times annually. Stations will receive these additional reports at no extra charge. Sponsors, agencies and networks can get the local reports at rates parallel to those they now pay for the national Hooper ratings now.

The 229 station subscribers located in cities of over 100,000 population receive local audience ratings by quarter-hour peri comparable with the national sectional Hooper ratings. The o 224 stations, in cities where 35,000 call base cannot be secu without undue duplication of c receive station listening index ports, showing the distribution listening among stations for m ing, afternoon and evening peri Five-month reports are issued, ering fall-winter, winter-spri and summer. Winter reports c about 60 cities, summer, about

RCA Names Meola

THOMAS MEOLA, manager RCA Communications Inc., Me terranean Theatre since Octo 1943, has been appointed to newly crea post of Europe manager, charge of all o rations on continent w headquarters i Rome. Mr. Me opened the R service in Nap more than a y ago. Main stati was subsequen moved to Rome and new units est lished in Naples, Caserta and Southern France.

Mr. Meola

Do You
REALLY NEED TWO HEADS?

Maybe, if you have to debate with yourself. But there's no debate about picking California's third market. It's easy to see that this rich *Beeline* area composed of 41 counties with a population of *1,561,254 and with retail sales of *2½ billion offers the best road to Central California and Western Nevada.

WHAT IS
The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community... combined on a new basis for National spot business.

See McClatchy Beeline rate listing first under California in Standard Rate and Data.

McClatchy Broadcasting Company
Sacramento, California

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representative

'MEMO'
Must Contact
WBOC
Salisbury, Md.
One of America's Finer Stations

MUTUAL BROADCASTING SYSTE
MARYLAND COVERAGE NETWO

Wakefield and D'Arcy Approve Post-Dispatch Newscast Stand

CHARGING that radio listeners are bombarded with a "pill-barrage" covering virtually all bodily ills, the *St. Louis Post-Dispatch* last Monday Jan. 29 added another editorial condemnation of alleged bad taste in newscast advertising. The Pulitzer paper, owned by the same company that owns KSD, demanded "How much longer will the big networks scramble the news with plug-ugglies?"

"In a news broadcast," the editorial declared, "an objectionable plug is particularly obnoxious." It was also pointed out that KSD had stopped objectionable sponsorship of its news, along with adopting a policy of not interrupting newscasts by middle commercials.

The Dispatch challenged the networks to show leadership in "cleaning up" news commercials, adding that individual stations will not eliminate popular network programs because they contain advertising that is in bad taste.

Since starting its campaign, the *Dispatch* has printed several letters from prominent radiomen stating their stand.

FCC Commisioner Ray C. Wakefield wrote, "I approve heartily . . . I hope you are effective in bringing about a change." William C. D'Arcy, of D'Arcy Adv. Agency, wrote to the paper, "Keep up what you have suggested. Some commercials intrude and kill rather than excite a selling response."

In expressing CBS's policy on distasteful commercials, Paul W. White, CBS news director protested that the first editorial of the campaign showed lack of knowledge of CBS policy. (KSD is affiliated with NBC.) Mr. White stated that CBS had not permitted sponsorship by objectionable advertisers. He said CBS did not agree that middle commercials "are, per se, objectionable".

"If KSD has certain policies with regard to local news programs," he added, "and yet permits network-produced programs to deviate from its standards, then it seems to me arguable that a chain is sometimes as weak as its strongest link."

Latest Hooper Rates Bob Hope First In Night Shows; Fibber & Molly Second

BOB HOPE heads the list of "first fifteen" evening programs, released in the Jan. 30 evening network Hooper ratings reports, followed by *Fibber McGee & Molly* in second place, and Bing Crosby third. Walter Winchell places fourth, followed respectively by *Mr. District Attorney*, *Radio Theatre*, Charlie McCarthy, Jack Benny, Joan Davis with Jack Haley; *Screen Guild Players*, Eddie Cantor, Abbott & Costello, Hildegarde, *Take It or Leave It*, and Kay Kyser (first half hour).

Jack Benny, with 1.61, has the largest number of women listeners per listening set; the Archer-Zanelli boxing bout, with 1.19, the most men listeners; and *Lone Ranger*, with 1.16, the most children listeners per set.

Lux Radio Theatre scored a sponsor identification index of 91.4, the highest for any evening program, with 91.3 giving the correct product.

Average evening audience rating of 10.4, up 0.1 from the last report, showed no change from a year ago. Average evening sets-in-use dropped 0.3 from the last report to 32.6, a rise of 1.2 from last year's figure. Average evening available audience is 80.3, 0.3 above the last report and 1.0 higher than last year.

Top-ranking programs listed in terms of the number of listeners per listening set are as follows:

	Women	*Men*	*Children*	*Total*
1. Crime Doctor	1.42	1.06	0.69	3.17
2. Jack Benny	1.61	1.00	0.55	3.16
3. Blondie	1.37	0.88	0.90	3.15
Tied for fourth place				
Bandwagon (Fitch)	1.53	1.00	0.59	3.12
Kate Smith	1.48	0.92	0.72	3.12
5. Quiz Kids	1.44	1.04	0.53	3.01

for SMN* it's WHN

DIAL—1050

50,000 WATTS

*SPORTS · MUSIC · NEWS

Sealtest Change

SEALTEST Inc., New York, through McKee & Albright Inc., Philadelphia, is lining up another star to replace Joan Davis, comedian, who is scheduled to leave the NBC program Thursday, 9:30-10 p.m. when her contract expires in July. New star will be featured with Jack Haley, comedian, who is being retained on the Sealtest show along with the rest of *The Village Store* cast. Roy J. McKee, president of McKee & Albright, is understood to be on his way to Hollywood to make arrangements. Miss Davis will begin a program this fall for United Drug Co. on behalf of Rexall products through N. W. Ayer & Son, New York [BROADCASTING, Jan. 29], network still to be selected.

WTMJ Limits News Plugs

JOURNAL Co., owner and operator of WTMJ and WMFM Milwaukee, effective Feb. 18 will limit advertising messages in connection with 15-minute news broadcasts to the opening and closing of the period. This policy has for several years already applied to five-minute news programs. Action was taken in line with the growing sentiment that advertising messages should not be imposed upon the listener in the midst of news of such momentous happenings as are occurring daily, many of which remind listeners of some personal tragedy.

H. S. (Cappie) KENNY, news commentator of WRVA Richmond, has written a book, *A Year of the War*, which is scheduled for publication in the early spring.

Latin Advertising

AN ESTIMATED $16,000,000 was spent by U. S. advertisers in Latin America last year and appropriations are continuing to mount, according to W. A. Anderson, Director of the Advertising Section, Office of the Coordinator of Inter-American Affairs, in an article in *Foreign Commerce Weekly*, official publication of the Dept. of Commerce. Mr. Anderson believes these expenditures will have great value in postwar trade with the other Americas and warns against a mistaken notion that it is unnecessary to advertise in this market. Shortages occasioned by the war, he points out, "have created a vacuum into which American products must pour when the lid is lifted."

Magic Market of 1945
The Knoxville Market is the business sensation of the nation. Within the past five years city population has doubled—retail sales and banking activity have tripled.
WROL, for 17 years Knoxville's home town station, provides one station coverage of this magic market. Solid, low-frequency radiation on 620 kc. insures complete coverage of the entire area.
We invite you to share this increasing wealth with us. You can sell America's Industrial Wonderland with WROL.
WROL Knoxville
NBC for EAST TENNESSEE
JOHN BLAIR & COMPANY NATIONAL REPRESENTATIVES

NAB Salt Lake Parley Draws 68 With Travel Ban Effective

Radio Shares Responsibility of Future, Says Bennion; Delegates See Video Demonstration

THE 14TH District NAB meeting, which opened on Feb. 1, effective date of the Byrnes' order limiting attendance at conventions to 50, drew 68 delegates—28 from Salt Lake City, where the parley was held, and 40 from outside the city.

The figure does not include two from NAB national headquarters, who also attended the first district meeting to be held after President J. Harold Ryan's decision to continue the meetings "in conformance with the Government request" (see page 13).

Delegates were told by Dr. Adam S. Bennion, assistant to the president of the Utah Power & Light Co., that upon radio and the press, the schools and the churches, rests the responsibility for shaping the course of tomorrow's world. "Radio's challenge," he said, "is to develop greater public discussion of current political and economic issues." Radio owners and operators from six states attended the meeting. Hugh B. Terry, general manager of KLZ Denver, and 14th District director, presided.

Video Demonstration

Delegates witnessed a television demonstration Thursday night, as the guests of S. S. Fox, president and general manager of KDYL Salt Lake City. KDYL is the only station west of the Mississippi which is licensed to construct an experimental television station.

The 150 northwest broadcasters present at the 17th District meeting at Portland, Ore., Jan. 29-30, unanimously re-elected Harry Spence, president of KXRO Aberdeen, Wash. to head the district for another two-year term. NAB President Ryan keynoted the conclave in an address on "NAB Activities and Objectives".

In welcoming the broadcasters to Portland, Mayor Earl Riley told the conference that he hoped the Government in the future would give more consideration to the broadcasting industry in view of radio's record in war service.

In the other highlight of the opening session, labor matters, as related to broadcasters, were discussed by John Morgan Davis, NAB general counsel.

BMB won endorsement of the Resolutions Committee which, under chairmanship of C. O. Chatterton, KWLK Longview, recommended that BMB be given solid support of all stations.

Wallace Brazeal, Spokane, sp... on public relations. Homer We... KGW Portland, stressed that ... problems of program direct... were "at last getting recogniz...

A luncheon was given Mon... by KEX. Steve Conley who c... from WOWO-WGL Ft. Wayne ... assume managership of KEX ... 1 was host.

Climax of the opening day's s... sion was a dinner given by KO...

Mississippi Broadcaste... Vote BMB Approv...

UNANIMOUS approval of ... Broadcast Measurement Bur... plan was voted by 12 stations of ... Mississippi Assn. of Broadcaste... which met in Jackson, Miss. J... 27-28. Hugh O. Jones, owner-ma... ager of WGCM Gulfport, presid... of MBA, presided, while Wiley H... ris, director of WJDX Jackson ... L. M. Sepaugh, manager of WS... Jackson, were hosts to the repr... sentatives.

At the meeting the stati... agreed to furnish facilities, ti... and pay the expenses of a series ... 220 quarter-hour programs to ... quaint returning veterans with t... Government's rehabilitation pr... gram. Series, which will start ... soon in February as time can b... cleared, will be under the directi... of Col. Lawrence W. Long, Selec... tive Service director for Missi... sippi, and will be carried on an a... state network.

NAB DISTRICT MEETINGS

DISTRICT meetings scheduled b... the NAB are being held as follows:

First Section

District 10—Kansas City, Wed., Thurs., Feb. 7-8, Muehlebach Hotel.
District 11—Minneapolis, Mon., Tues., Feb. 12-13, Nicollet Hotel.
District 3—Pittsburgh, Thurs., Fri., Feb. 15-16, William Penn Hotel.

Second Section

District 1—Boston, Mon., Tues., Mar... 5-6, Statler Hotel.
District 2—New York, Thurs., Fri., March 8-9, Roosevelt Hotel.
District 5—Jacksonville, Mon., Tues., March 12-13.
District 4—Hot Springs, Fri., Sat., March 16-17, Homestead Hotel.
District 7—Cincinnati, Mon., Tues., March 19-20, Gibson Hotel.
Districts 8-9—Chicago, Wed., Thurs., March 21-22, Palmer House.

MUSIC has power—

.WDAS is the only Philadelphia radio station featuring three hours of classical music every day

... In addition to the usual musical programs, Philadelphia's outstanding full-time independent station features classical music every morning from 10:45 to 12 Noon, and again in the evening from 10 to 11:45 P.M.

With "MUSIC" like this, it's no wonder WDAS audiences have been loyal for more than twenty years.

The COMBINATION to GEORGIA
WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH
AVAILABLE AT COMBINATION RATES
The GEORGIA MAJOR MARKET TRIO
Represented by
THE KATZ AGENCY, Inc.

nd its president, C. W. (Chuck) Myers, in observance of radio's 15th anniversary. More than 150 guests, including Gov. Earl Snell, Mayor Riley and other civic notables, were entertained by a 55-minute performance of KOIN talent starring the Duncan singers, all voices directed by Chester R. Duncan, the station's director of public relations, and the KOIN orchestra, Owen Dunning conducting. Other KOIN artists included Red's Gang, bass-baritone Bob McCoy, vocalist Melvann Gray and pianist Mel Hansen. Johnny Carpenter was mc and Ted Cooke, producer. Feature of the dinner was the serving of a three-layer 25th birthday cake with NAB President Ryan cutting the first slice. Arthur Kirkham, KOIN vice-president, was chairman.

A feature of the Tuesday forenoon session was a talk by Leonard Callahan, West Coast chief, radio branch, War Dept. Bureau of Public Relations. Women broadcasters of this area discussed problems of disseminating war information in a panel conducted by Clare Hays, KOIN. Marian Sabatini, national director women's activities, OWI, told how her office can help solve these perplexities.

Tuesday luncheon was given with the compliments of KGW Portland. Arden X. Pangborn, manager, and E. P. Hoyt, publisher of *The Oregonian*, were co-hosts on behalf of the station.

With Chet Wheeler, KWIL Albany, Ore., as chairman, the broadcasters turned to a discussion of advertising pointed up by a report by Lew Avery of NAB. Retail radio advertising was spotlighted by Helen Cornelius, also of NAB.

The Small Markets Committee reported through Frank Loggan, KBND Bend. J. D. Kolesar, KMO Tacoma, conducted the session on engineering. Marshall Pengra, KRNR Roseburg, was heard as NAB committeeman.

Adjournment was followed by a party given by the Portland Chamber of Commerce.

In addition to recommending BMB the Resolutions Committee expressed the District meeting's gratitude to Mr. Ryan and District Leader Spence for their work in promoting NAB. The committee also thanked Portland stations KGW KEX and KOIN for entertainment they provided.

[Complete registration of District Meetings in next week's issue.]

WCOP Upheld in ILGWU Injunction

AN APPLICATION for a preliminary injunction to prevent the Mass. Broadcasting Corp., owners of WCOP Boston, from terminating a time contract with the International Ladies Garment Workers Union was denied last week by Judge Francis J. W. Ford of the U. S. District Court in Boston.

Ford's Ruling

Judge Ford ruled that the station's agreement with the union was terminated in accordance with provisions in the contract requiring that two weeks notice be given by either party. The Court found that although the station agreed to furnish broadcasting facilities from Aug. 5, 1944 to Dec. 29, 1945 the contract included the following provision:

If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or the agency will pay the station according to the rates specified herein, for all services previously rendered by the station: That is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

The controversy arose over the establishment of a policy by the new owners of WCOP, the Iowa Broadcasting Co., to eliminate foreign language programs on the station. Comdr. T. A. M. Craven, vice-president of the company, said the change was made to enable the station to fully exercise its responsibilities to the FCC. He explained that the station was perfectly willing to continue the ILGWU programs in English, but that the use of foreign languages involved too many difficulties.

Sale of WCOP by Arde Bulova and associates to the Cowles interests was approved last October by the FCC [BROADCASTING, Oct. 16, 1944].

KSD Appoints Col. Coe Chief Postwar Engineer

LT. COL. ROBERT L. COE, who was chief engineer of KSD St. Louis before entering the service, has been retired from active Army duty, and is returning to KSD to direct postwar engineering activities of KSD. Col. Coe has been deputy chief of staff of the Army's Troop Carrier Command.

Col. Coe

He joined KSD in 1924, two years after the station went on the air. He became chief engineer in 1933, and directed the technical aspects of the first facsimile experiments with a regular daily paper, the *St. Louis Post-Dispatch*. In his new post with KSD, Col. Coe will be in charge of the Pulitzer Publishing Co.'s engineering services in television, FM and facsimile.

IN THE

QUAD Cities

MORE RETAIL BUYERS than in any MARKET*

The latest Hooper listening index (October-November, 1944) shows WOC 'way out in front for ALL periods . . . morning, afternoon and evening. WOC's morning audience exceeds the combined audiences of all other stations heard, with 51.9! Which adds up to this: the Quad-City market of over 200,000 urban people is delivered ONLY by-

WOC

DAVENPORT, IOWA

FREE & PETERS, INC., NATL. REPRESENTATIVES

BASIC BLUE • 5,000 WATTS • 1420 Kc

Cover THIS RICH SUBSTANTIAL MARKET WITH A SINGLE MEDIUM

KWKH

THE SHREVEPORT TIMES STATION
50,000 WATTS CBS.
REPRESENTED BY THE BRANHAM CO.

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FIELD OFFICE
Nat'l Press Bldg. Wash. 4, D. C.
Room 892 NA. 7846

Tel. Bridgeport 7-2465
Garo W. Ray
Communications Engineering Consultant
Hilltop Drive Stratford, Conn.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 27 TO FEBRUARY 2 INCLUSIVE

Decisions . . .

JANUARY 29

ACTIONS BY ADM. BOARD

910 kc WABI Bangor, Me.—Granted license to cover CP authorizing change to 910 kc, increase power to 1 kw, install new trans. DA-N; conditions.

World Pub. Co., Omaha—Placed in pending file application for new commercial television station.

Capitol Broadcasting Corp., Indianapolis—Same.

WLIB New York—Same.

WDEL Wilmington, Del.—Same.

Asbury Park Press Inc., Asbury Park, N. J.—Placed in pending file application for new FM station.

Allen T. Simmons, Akron, O.—Same.

Buffalo Broadcasting Corp., Buffalo—Same.

Pacific Agricultural Foundation, San Francisco—Same.

WHP Harrisburg, Pa.—Same.

News-Journal Corp., Daytona Beach, Fla.—Same.

Truth Pub. Co., Elkhardt, Ind.—Same.

Herbert Herff, Memphis—Same.

Wisconsin Radio Inc., Milwaukee—Same.

News-Examiner Co., Connersville, Ind.—Same.

Central States Broadcasting Co., Omaha—Same.

ACTIONS ON MOTIONS

FEBRUARY 1

Utica Broadcasting Co., Utica, N. Y.—Granted petition for leave to amend application for CP to substitute names in appliant corporation.

WLEU Erie, Pa.—Denied petition to intervene and enlarge issues in hearing now set 2-9-45 on applications of WERC.

WOKO Albany, N. Y.—Granted petition for extension time to file exceptions and request for oral argument re license renewal application; time extended from 2-5-45 to 2-15-45.

KROW Oakland, Cal.—Commission on its own motion continued hearing now set 2-5-45 to 2-7-45, re license renewal application.

Applications . . .

JANUARY 29

960 kc WELI New Haven, Conn.—Vol. assgn. license from City Broadcasting Corp. to Connecticut Radio Foundation.

NEW 1240 kc Baron Broadcasting Co., Wilkes-Barre, Pa.—CP new standard station 250 w unlimited.

NEW 46.9 mc. WHIO Dayton, O.—CP new developmental station, 1 kw, special emission for FM.

NEW 1230 kc Birney Imes Jr., Corinth, Miss.—CP new standard station 250 w unlimited.

NEW 1400 kc Mississippi Broadcasting Co., Macon, Miss.—CP new standard station 1240 kc 250 w unlimited, amended to request 1400 kc.

1340 kc WEMP Milwaukee—Vol. assgn. license from Glen D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Pettey and Rachel Young LaFollette, co-partners d/b Milwaukee Broadcasting Co. to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Robert M. LaFollette Jr., Evalyn H. Dolph, Hope D. Pettey, Rachel Young LaFollette, Genevieve S. Nesbit, John Ernest Roe and W. Wade Boardman, co-partners d/b Milwaukee Broadcasting Co.

1400 kc KENO Las Vegas, Nev.—Vol. assgn. license from Nevada Broadcasting Co. to Maxwell Kelch and Laura Belle Kelch d/b Nevada Broadcasting Co.

1100 kc KJBS San Francisco—CP install new trans. and increase 500 w D-N limited time to 1 kw D 500 w N limited time (petition to reinstate).

JANUARY 31

1450 kc NEW-Copper City Broadcasting Corp., Rome, N. Y.—CP new stanlard station 250 w unlimited.

47.3 mc NEW-Moultrie, Ga.—CP new FM station, 10,100 sq. mi., $35,000 estimated cost.

45.3 mc NEW-Burlington, Ia—CP new FM station, 10.080 sq. mi., $40,100 estimated cost.

FEBRUARY 2

NEW-44.5 mc S. E. Adcock, Knoxville—CP new FM station, 12,440 sq. mi., $60,000 estimated cost

770 kc WEW St. Louis—Special service authorization 770 kc 1 kw D 250 w N unlimited for period ending 3 a.m. 11-1-46.

1240 kc KICD Spencer, Ia.—Vol. transfer control from L. W. Andrews to Ben B. Sanders.

NEW-46.1 mc WIBC Indianapolis—new FM station, 9,245 sq. mi., $31[illegible] estimated cost.

NEW-42.9 mc Evangelical Lut[illegible] Synod of Missouri, Ohio and other st[illegible] Clayton, Mo.—CP new noncommercial e[illegible] cational station, 250 w unlimited, spe[illegible] emisson for FM.

NEW-46.7 mc KMJ Fresno, Cal.—[illegible] new FM staton, 14,500 sq. mi., $6[illegible] estimated cost.

NEW-47.1 mc KFBK Sacramento, Ca[illegible] CP new FM station, 24,580 sq. mi., $6[illegible] estimated cost.

Tentative Calendar . . .

FEBRUARY 5

KROW Oakland, Cal.—License renew[illegible] Further Hearing

Calumet Broadcasting Corp., Hamm[illegible] Ind.—CP 1520 kc 5 kw D.

FEBRUARY 7

WSOO Saul Ste. Marie, Mich.—Lice[illegible] renewal.

Kraft, Dodge Appointe[illegible] To NBC Television Dept

REYNOLD R. KRAFT and Jo[illegible] H. Dodge have been appointed sa[illegible] manager and assistant sales ma[illegible] ager, respectively of the NBC Tel[illegible] vision Dept., it was announced last week by John F. Royal, NBC vice-president in charge of television.

Mr. Dodge

Mr. Kraft returns to NBC after a nine-months period as account executive with Roy S. Durstine Inc., New York. He served as ne[illegible] work salesman for NBC from Ja[illegible] 1937 to April, 1944. He started h[illegible] advertising career with *Redbo[illegible]* and *Collier's* magazines. Mr. Do[illegible] rejoins NBC after two year's a[illegible] sence while he served as a lieute[illegible] ant in Naval Intelligence. He w[illegible] associated with NBC Washingto[illegible] for five years as sales manage[illegible] having joined the staff in 1934, a[illegible] ter ten years as a newspaper ma[illegible]

Mennen Resumes

MENNEN Co., Newark, resum[illegible] regular use of radio for shave pro[illegible] ucts, Jan. 29 starting off a sp[illegible] campaign with NBC's *World Ne[illegible] Roundup* locally on WEAF N[illegible] York Monday through Saturda[illegible] 8-8:15 a.m., a number of other l[illegible] cal programs to be added throug[illegible] out the country at a later da[illegible] Mennen's last major radio effor[illegible] *Ed Sullivan Entertains*, was di[illegible] continued on CBS last June. Co[illegible] pany has since tested spot ra[illegible] in the Mid-West. Agency is Dua[illegible] Jones Co., New York.

Warwick Corp. Cited

MISREPRESENTATION concer[illegible] ing tube capacity, prices, and tel[illegible] vision equipment of radio se[illegible] manufactured and assembled by th[illegible] Warwick Mfg. Co., Chicago, [illegible] charged in a complaint issued la[illegible] week by the FTC.

LYMAN BRYSON, CBS director [illegible] education last week was congra[illegible] lated by John W. Studebaker, U. S[illegible] commissioner of education, on th[illegible] 15th anniversary of the *Americ[illegible] School of the Air.*

In the CONTROL ROOM

CHARLES B. REYNOLDS, with the FCC four years and RCA 11 years, is now serving as chief engineer of WINS New York. From 1940 to 1942 Mr. Reynolds was acting inspector in charge of the Philadelphia office of the FCC. For two years, until he joined the Hearst station early in December, he was the New York examining officer of the FCC. He was active in general engineering work at RCA.

J. M. LANG has been appointed assistant manager of the Ken-Rad division of the General Electric Co. electronics dept., with headquarters at Owensboro, Ky. Mr. Lang has been with GE since 1928.

EDWARD C. BONIA, for 15 years with Sparks-Withington Co., Jackson, Mich. (Sparton radios), and eastern sales manager of the firm since 1940, has been appointed general sales manager of the radio and appliance division of the company.

LT. GODFREY F. HOHN, formerly in the radio tube division of Westinghouse, Bloomfield, N. J., is now on temporary duty with the Signal Corps at headquarters in Washington.

ELDRIDGE HOOKER has joined WHEB Portsmouth, N. H., as engineer.

PAUL FRANKLIN, formerly with WBAA LaFayette, Ind., has joined the NBC central division studio engineer staff.

RALPH BUEHLMAN, WJJD Chicago engineer, has been appointed supervisor of engineers.

FRED ARCHER, released from the Navy following active service in the Pacific, has been added to the technical staff of WCOP Boston.

COL. GEORGE C. HALE, formerly with Philco Corp., Philadelphia, more recently communication equipment officer with the Army Air Forces, has been named director of the special products division of Emerson Radio & Phonograph Corp., New York, to handle all electronic products except home receivers.

J. R. MEAGHER has been named coordinator of education and training programs for field personnel of the RCA Service Co., returning to RCA after nine months overseas with the British Branch of the radiation laboratory of Massachusetts Institute of Technology as consultant on military applications of electronic aircraft equipment.

WHITNEY M. BASTON, former NBC transmission engineer, has been named to the new post of technical training director. He will guide technical training in all offices of the engineering department, reporting directly to F. A. WANKEL, eastern division engineer.

DONN COLEE, engineer of WOV New York, has left the station to enter the armed forces.

DON BURRICHTER, chief engineer of KRNT Des Moines, is the father of a girl.

MELVIN E. WARD, engineer of WOL Wasington, is engaged to Margaret Naomi Cronk of Dunfries, Va.

J. L. FIELDS, former assistant chief of sales and operations in the Hollywood plant of RCA Victor division, has been named to the staff of RCA Mexicana, S. A. as technical consultant to RCA film sound recording licensees in Mexico, with headquarters in Mexico City.

R. B. RENNAKER, member of the WGN Chicago engineering department and prior to that with CBS New York, has resigned to join Federal Telephone & Radio Corp., Newark, where he will be assigned to the broadcast equipment sales division.

J. B. SHELPMAN, control room engineer, is a new member of the technical staff of WBAP-KGKO Ft. Worth, Tex. He has been doing communications work with the Civil Aeronautics Adm. for 6½ years.

KENNETH C. SHIRK, former chief engineer of WIND Chicago, on duty with the Navy since 1941, has been promoted to commander and is temporarily in the radio division, Bureau of Ships, Washington.

JOSEPH W. CHAPLIN, with Press Wireless Inc., New York, for 15 years, has been named director of communications. He succeeds D. K. deNEUF, resigned. At one time Mr. Chaplin was world champion telegrapher, as winner of a contest held by the Progress Exposition in Chicago in 1933.

VIEWING the "salute" advertisement presented their station by KMBC Kansas City are Harry Bannister, (1) general manager of WWJ Detroit, one of the country's pioneer stations, and Edwin K. Wheeler, WWJ assistant general manager. WWJ Detroit was first to be "saluted" in the KMBC advertising campaign honoring United States Broadcasters.

Network Accounts

All time Eastern Wartime unless indicated

New Business

LYON VAN & STORAGE Co., Los Angeles, on Feb. 12 for 52 weeks starts transcribed *Korn Kobblers* on 8 Don Lee Pacific stations Mon.-Wed.-Fri. 8:15-8:30 a.m. (PWT). Agency: BBDO Los Angeles.

Renewal Changes

AMERICAN MEAT INSTITUTE, Chicago (institutional), on Jan. 14 for 52 weeks renewed *The Life of Riley* at the same time adding 27 Blue stations making a total of 190 Blue stations Sun 10-10:30 p.m. Agency: Leo Burnett Co., Chicago.

WESSON Oil & Snowdrift Sales Co., New Orleans, on Jan. 29 for 52 weeks renewed *Irene Beasley* on 55 CBS stations Mon. thru Fri. 3:15-3:30 p.m. Agencies: Kenyon & Eckhardt, New York, and Fitzgerald Adv., New Orleans.

BAYUK CIGAR Co., Philadelphia, on Jan. 31 for 52 weeks renewed Cecil Brown's *Sizing up the News* on 72 MBS stations Mon.-Wed.-Fri. 8-8:15 p.m. Agency: Ivey & Ellington, New York.

PILLSBURY Flour Mills Co., Minneapolis (Best Sno-Sheen and Pancake Flour), on March 3 renews *Grand Central Station* on 120 CBS stations Sat. 1-1:25 p.m. and on June 2 adds 5 mins. expanding to 1-1:30 p.m. Agency: McCann-Erickson, Minneapolis.

LADY ESTHER Ltd., New York (cosmetics), on Feb. 12 renews *Screen Guild Players* on 123 CBS stations Mon. 10-10:30 p.m. Agency: Biow Co., N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 2 renewed Fri. 9-9:30 p.m. period on 122 CBS stations (rebroadcast 11:30 p.m.), currently occupied by *It Pays To Be Ignorant*. Agency: Biow Co., N. Y.

LEVER BROS., Cambridge (Lux Toilet Soap), has renewed *Lux Radio Theatre* on 143 CBS stations Mon. 9-10 p.m. Agency: J. Walter Thompson Co., N. Y.

Netwok Changes

INTERSTATE BAKERIES Corp., Los Angeles, on Feb. 21 renews for 52 weeks *Lone Ranger* on 8 Southern Cal. Don Lee stations Mon.-Wed.-Fri. 7:30-8 p.m. (PWT). Agency: Dan B. Miner Co., Los Angeles.

FISHER FLOURING MILLS Co., Seattle (flour), on Jan. 22 added 5 Blue western stations to *Radio Parade* Mon. thru Fri. 1:15-1:30 p.m. (PWT) making total of 20 Blue stations. Agency: Pacific National Adv. Co., Seattle.

BORDEN Co., New York (milk & ice cream), on March 5 replaces *Happy Island* on 185 Blue stations Mon. 9-9:30 p.m. with musical variety show. Agency: Young & Rubicam, N. Y.

WENT Gloversville, and WMFF Plattsburg, N. Y. are now represented by Spot Sales Inc., effective Feb. 1.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Sleeker . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.
Write or Wire for Complete Information.
ARMY
E
NAVY
Bonds for VICTORY
Makers of
WINCHARGER FARM ELECTRIC SYSTEMS
WINCO DYNAMOTORS
WINCHARGER VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGER VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

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(Subj. to Gov't Reg.)

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High Power Tube Specialists Exclusively

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LYN PEL
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"A Dispatch from Reuter's"
WKAT (BLUE) 4th YEAR

SOUND EFFECT RECORDS
GENNETT-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

BUY WAR BONDS

DID IT MAKE A Sound?

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER, President — GEORGE H. ROEDER, General Manager

FREE & PETERS, Inc., Natl. Rep.

BMB Rolls On

(*Continued from page 13*)

dent J. Harold Ryan several days before the meeting.

Others signing are: Oregon—KWIL Albany, KBKR Baker, KBND Bend, KODL The Dalles, KORE Eugene, KUIN Grants Pass, KLBM LaGrande, KOOS Coos Bay, KMED Medford, KWRC Pendleton, KALE KEX KGW Portland, KRNR Roseburg, KSLM Salem; Washington — KELA Centralia-Chepalis, KTYW KIT Yakima, KRKO Everett, KWLK Longview, KGY Olympia, KEVR KOMO KJR KRSC Seattle, KMO KTBI KVI Tacoma, KVAN Vancouver, KUJ Walla Walla.

At the request of the Seattle Advertising Club, Mr. Feltis flew to that city Jan. 30 to outline the history and development of BMB. Mr. Feltis will make a return visit to Kansas City for the District 10 conclave Feb. 7-8. He addressed the Advertising Club there on the BMB plan Dec. 4. He will be assisted in the meeting and in the agency luncheon the following day by Harlow Roberts, vice-president of Goodkind, Joice & Morgan, Chicago. Mr. Roberts also is president of the Chicago Radio Management Club and has arranged an open meeting in Chicago on Feb. 14 with radio station representatives and the press.

The highest district yet contracted is No. 13, which is 93% enrolled. Since the meeting of 44 stations in Dallas Jan. 17-18 new subscriptions have brought the total up to 41 stations. New additions are KGKO Fort Worth, KEYS Corpus Christi, KPDN Pampa and KWFT Wichita Falls.

No new questions are reported from Los Angeles, where 22 stations were represented at District 16 meeting Jan. 22-23, and 15 signed.

Of the 25 stations attending District 15 meeting in San Francisco Jan. 25-26, to date nine have signed contracts and one, KSAB, S. H. Patterson, president, sent its contract to New York. Those not listed previously are KFRE Fresno, KLX Oakland, KFRC KSAN KYA San Francisco.

Added to those already subscribing to BMB by wire, letter or phone are: WMAZ Macon, Ga.; WLBC Muncie, Ind.; WOC Davenport; KANS Wichita; WIS Columbia, S. C.

Well? Well!

RADIO captured first place in newspaper reader interest in the most recent survey conducted by The Advertising Research Foundation in its Continuing Study of Newspaper Reading Project. According to the study, an examination of the *Durham (N. C.) Sun*, the story on Page 1 which attracted most attention of readers was headlined: "President Will Speak Tonight From Capital". Of those interviewed 42% of the men and 33% of the women read it, the study reveals.

Wasden Promoted

APPOINTMENT of Leonard Wasden, local sales manager of KID Idaho Falls, as assistant manager was announced last week by General Manager Frank McIntyre in a staff reorganization. Harry Woodle, former production manager, is the new program director, with Gene Ackerley, former chief announcer, moving in as production manager. John Sinclair, formerly of KUTA Salt Lake City, is night manager.

Hickok Is Manage... Of Wright-Sonovo...

APPOINTMENT of Ward R. Hi... kok, Hollywood manager, as ge... eral manager of Wright-Sonov... Inc., was announced last week b... James L. Fr... president of th... organization an... chairman of th... board of Free ... Peters Inc., rad... station represen... atives.

Mr. Hickok

Mr. Hickok's appointment wa... announced coi... cident with e... largement of th... Hollywood office, in the light of e... pansion of the country's activiti... into dramatic and artistic uses i... motion pictures. Sonovox already ... well established in radio.

Other additions to the Sonov... Hollywood staff are Harold Stro... manager, Motion Picture Divisio... and Norman Wright, production di... rector, Motion Picture Divisio... formerly of Walt Disney.

Sonovox has already done co... siderable motion picture work, bu... now is embarking upon an exte... sive expansion program. Such tal... ing pictures as Walt Disney's "Dumbo" and "Reluctant Dragon" and Kay Kyser's "You'll Find Out," among others, have used Sonov... talking and singing sound. Sonov... uses vibration of air through th... vocal chords to produce sound i... the human voice. The principle e... ables the operator (called an "a... ticulator") to substitute othe... sounds for his voice, which ca... then be formed into words. Radi... examples are the Lifebuoy talkin... foghorn and Bromo-Seltzer's tal... ing train.

National Representatives

THE KATZ AGENCY, INC.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

First class engineer wanted. Capable of becoming chief. Good pay, reasonable hours, excellent living conditions in non-defense area. Permanent job with post war stability. Supply full details, salary requirements, etc. first letter to KFNF, Shenandoah, Iowa.

Operator-announcer. First class radio-telephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box 932, BROADCASTING.

Wanted for 5000 watt southwestern network station. Two thoroughly experienced, versatile, male continuity writers, capable of top-flight production in both commercial and sustaining shows and spot announcements. Excellent salaries to the right people. No loafers, habitual drinkers or visionaries wanted! Permanent positions. Tell all in first letter: age, experience, salary expected. Enclose late photos. Address Box 92, BROADCASTING.

Will have opening February 15th for announcer-operator. State age, draft status, salary. Stan Mayer, Mgr., WTAW, College Station, Texas.

Chief engineer. 5 kw. In midwest metropolitan market. Network affiliate. Thoroughly experienced, all phases operation maintenance, recording, with executive ability. Position in $5,000 class. Detail previous experience, draft status, age, references and salary expected. Enclose snap shot. All replies confidential. Box 171, BROADCASTING.

Transmitter engineer. Experienced, deferred. 5000 watt Ohio station. State full particulars about yourself, including salary desired. Confidential. Box 172, BROADCASTING.

250 watt Blue Network station looking for good studio announcer available about April 1st. Family man preferred. Located midwest. Excellent opportunity for steady employment. A first, second or restricted license would help. Send details to Box 182, BROADCASTING.

Dependable versatile announcer with references needed by 5 kw NBC affiliate. Southwestern city 150,000. News, commercials, no controls. Ideal working conditions. Box 183, BROADCASTING.

Lady announcer, experienced, for new station in small southern city. State qualifications, starting salary. Box 196, BROADCASTING.

Production manager capable of originating, writing and supervising solid commercial shows. Good working conditions with future. Box 202, BROADCASTING.

Continuity director needed WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years radio writing experience essential. Need a man or woman who is interested in postwar future; AM, FM and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

Announcer wanted WGL, Fort Wayne, Indiana, recently acquired by Farnsworth Television and Radio Corp. Minimum three years broadcasting (straight or sports) announcing experience essential. Want ambitious man who is interested in a postwar future, AM, FM, and television. Please do not go to the expense of coming to Fort Wayne or telephoning before submitting letter of application with references and enclosed photograph. State draft status. Address Paul Roberts, WGL, Fort Wayne, Indiana.

KFUN, Las Vegas, wants young man with first class ticket, medical discharge or otherwise draft-free, who wants to build all-round experience. You can get perspective with this 250 watter, one of the best, located in high, dry, mild climate of colorful New Mexico.

Continuity writer for progressive NBC affiliate. Call or wire collect, WSAM, Saginaw, Michigan.

Help Wanted (Cont'd)

Unusual opportunity for experienced promotion and merchandising man. A southern radio station with assured plans for expansion is looking for a man who has had experience in layout, production and promotional programs, planning and mailing pieces, working with wholesalers and merchants in merchandising and putting into effect any other unusual promotional methods. If you are the right man we can make you a good deal. Send letter of application along with samples of your work to Box 213, BROADCASTING.

KGFW, Kearney, Nebr., wants first class engineer, minimum announcing, excellent future. Also experienced ambitious salesman. Immediate placement, permanent. Send details immediately.

Wanted—First class transmitter engineer for station 30 miles from Pittsburgh. Salary $45.00 for 40 hour week. Write or wire collect WISR, Butler, Penna.

We have openings for two experienced announcers. Pleasant working conditions in 1000 watt Mutual affiliate. 40 hour week, good pay. Permanent positions for the right parties. Give complete story first letter. Age, experience, salary expected and late photo if possible. Address G. P. Richards, WHBL, Sheboygan, Wisc.

Newscaster or announcer capable of developing into all around man. Permanent position. Base salary and 100% talent fees to man of substantial qualifications and habits. State experience, references, etc. WTOL, Toledo, Ohio.

Good position for operator announcer who also can write copy. Permanent place in production department for right man. Wire collect, KFJI, Klamath Falls, Oregon.

Situations Wanted

Chief engineer, manager or combination. Experienced and reliable. Family man. Classified 4A. Box 159, BROADCASTING.

Experienced announcer and program director, 4F, desires permanent position with progressive southern California station, preferably Los Angeles area. Topnotch newscaster, commercial man, M C, with musical experience. Excellent references. Box 42, BROADCASTING.

Announcer-woman—5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR, 14 YEARS OF PROVEN ABILITY, ENERGETIC, DEPENDABLE. FAMILY MAN. WILL CONSIDER ONLY PERMANENT OFFER. ALL CORRESPONDENCE TREATED CONFIDENTIAL. BOX 164, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Radio broadcasting, communications. Ten years engineering experience. Specialist audio facilities. References. Box 96, BROADCASTING.

Announcer, 37, news and commercial experience. Married, dependable. Prefer midwest or southern station. Available immediately. Box 187, BROADCASTING.

Announcer—1½ years all round experence network affiliate, wants permanent connection congenial surroundings for West. Box 188, BROADCASTING.

Two competent executives available. Former station manager, direct sales, publicity and announcers. Producer-director, supervise sponsored programs, musical productions for profitable promotion of station facilities. (Can make joint small investment.) Box 198, BROADCASTING.

Do you need a good salesman? Family man, draft exempt. Excellent record. Will accept only best offer. Box 199, BROADCASTING.

Chief announcer—Available at once. Married, reliable. 5 years experience at all types announcing. 4F classification. Draft deferred. All correspondence will be considered. Box 201, BROADCASTING.

Sales manager draft exempt, thoroughly familiar with all problems of local and regional station operations, wishes sales managerial job. Background includes 12 successful years of radio. Box 216, BROADCASTING.

Wanted to Buy

In market for any broadcast equipment for 1 kw and 250 watt stations. Cash for whatever you have available. Box 91, BROADCASTING.

Cash or deferred payments as preferred for 1 kw transmitter, frequency and modulation monitors, three antenna coupling units, phasing equipment or parts to build such equipment. Will also purchase any available studio equipment. Box 93, BROADCASTING.

For Sale

For sale—Small Texas local. Box 194, BROADCASTING.

For sale—250 watt RCA transmitter. Commission approved. Wire or phone. Tingley, 4-4722, Birmingham, Ala.

250 watt broadcast equipment, $5,000. Complete except tower. Meets FCC requirements; engineering certificates included. Box 197, BROADCASTING.

Have on hand a limited number of CAA approved flasher beacons and tower line. Box 214, BROADCASTING.

Miscellaneous

Wanted—1000 watt transmitter or 1000 watt amplifier for 310 B Western Electric transmitter. Box 149, BROADCASTING.

Will rent General Radio modulation monitor, Collins 12-H console (new), RCA frequency monitor (no crystal), on monthly basis to station in eastern part of country. Make offer. J. B. Fuqua, WGAC, Augusta, Ga.

ANNOUNCERS - WRITERS
ENGINEERS-OFFICE WORKERS

ARE YOU LOOKING FOR A BETTER JOB?

Get In Touch with Radios' Original Job Placement Clearing House

We Have Jobs Listed From Stations All Over America
One Letter To Us Is Enough For Complete Details Write

RADIO PERSONNEL
(Licensed and Bonded)
136 N. Delaware St. (Radio Center)
INDIANAPOLIS 4, IND.

STATION MANAGERS DO YOU NEED MORE PERSONNEL?

Tell Us What You Want
We have Announcers, Writers Engineers, PD's, Actors, etc., Available

NO CHARGE—NO BOTHER
One Letter to Us Will Solve Your Employment Problem

RADIO PERSONNEL
(Licensed and Bonded)
136 N. Delaware St. (Radio Center)
INDIANAPOLIS 4, IND.

A radio station in a large Southern City is looking for two or three good announcers. We want men who have had at least two years' experience, men who are qualified to do everything from ad lib through news. If you are good in any special classification, tell us about it. Be sure to give a detailed outline of your past experience, your present salary wants, how much time it will take you to make a move and your particular interest in radio. We have good jobs for the right men. Address Box 215, BROADCASTING.

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Taught by Network Professionals, for Beginner & Advanced students, includes:

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Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

VETERANS: accepted if qualified under G. I. Bill.

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The
ROBERT L. KAUFMAN
Organization

Technical Maintenance Service for Broadcast Stations

Our service will help you if you are short of well-trained men to keep your plant operating efficiently.

Munsey Bldg. District 2292
Washington 4, D. C.

WANTED TO BUY

Experienced manager interested in buying control of regional or local station.

All replies confidential.

Box 102, BROADCASTING

Petrillo Edict Disclosed Before NLRB

Platter Turner Issue Is Described by Woods And MacDonald

PLATTER TURNERS or no music.

This was the substance of an edict handed down by James C. Petrillo, president of the American Federation of Musicians, to the major networks early in 1944, John H. MacDonald, NBC vice-president, and Mark Woods, Blue president, last Tuesday told a New York hearing of the National Labor Relations Board.

It was this demand, insisted upon by Mr. Petrillo regardless of contractual obligations of the networks with the National Assn. of Broadcast Engineers & Technicians (NABET), which precipitated the whole platter turning controversy, the officials testified, and resulted in the unfair labor practice charge filed against the nets by NABET and the complaint case instituted by the Board.

Testifying before Howard Myers, NLRB trial examiner, under questioning by Alan F. Perl, NLRB regional attorney, Mr. MacDonald related that Mr. Petrillo advised NBC that he would not renew the musicians' contract after its expiration on Jan. 3, 1944 unless he were given platter turner functions at all the network managed and operated stations. This situation, he admitted, prompted NBC to agree in writing to meet Mr. Petrillo's demand.

NABET Not Notified

In answer to questioning by Martin F. O'Donoghue, NABET counsel, Mr. MacDonald further admitted that prior to making this agreement he received a letter from Allan T. Powley, NABET president, refusing to relinquish the platter turning jurisdiction. He did not notify Mr. Powley of this agreement, dated Jan. 28, 1944, he said, and not until Mr. Petrillo reported on it in the April issue of the *International Musician*, official AFM journal, it was brought out, did NABET learn of it.

"Why did you make an agreement, in the face of your contract with NABET, to give the turntable operation to Petrillo?" Mr. O'Donoghue asked.

"We thought we could work out a satisfactory division of the operation," Mr. MacDonald replied.

"Isn't it a fact that in the face of your contract with NABET you agreed to give Petrillo the jurisdiction because if you did not you would get no music?"

"Yes."

Under cross examination by Henry Friedman, AFM counsel, Mr. MacDonald testified that following Mr. Petrillo's demand he discussed the matter with Mr. Powley who regarded it as a "make-work" proposition. However, he admitted, NBC was willing to meet the Petrillo demand even though it would require the hiring of extra men.

Certification by the NLRB on Nov. 24, of NABET's jurisdiction over turntable operations at NBC and Blue owned stations outside of Chicago did not deter Mr. Petrillo from pressing his demand and on Dec. 1 Phil Harris, orchestra leader on the Jack Benny program, was notified by the Hollywood AFM local that the musicians would not appear for the broadcast scheduled for Dec. 3. Mr. MacDonald testified that he was present when Niles Trammell, NBC president, telephoned Mr. Petrillo and persuaded him to rescind the order.

Pressed by Mr. Friedman for details of Mr. Trammell's end of the conversation, Mr. MacDonald said: "Mr. Trammell started off by saying 'How ya, Big Shot,' which is what he always calls him. What's this about your order on the Benny show?"

Forcing the Issue

Mr. MacDonald testified that Mr. Trammell then arranged to meet Mr. Petrillo on Dec. 5 at which time the latter said he could not agree with the NLRB certification of NABET and that the Benny action was his way of "trying to force the issue" on platter turners.

"What did Trammell say when Petrillo asked for the platter turners?" asked Mr. O'Donoghue.

"He told him we were bound by the NLRB order," he answered.

Mr. Woods, identifying himself as "president of the American Broadcasting Co., merged with the Blue network," testified along the same line regarding Mr. Petrillo's demands. He said Mr. Petrillo wanted jurisdiction over turntables regardless of the fact that the operation was handled by the engineers and "wasn't interested" in what stand the engineers might take if his demands were met.

"Later," Mr. Woods related, "we discussed his demands with NABET and they objected strenuously. They felt Petrillo was trying to move in on the control booths and that if he were given the platter turning he would eventually take over the engineering operations."

Asked by Mr. Perl whether he had ascertained from Mr. Petrillo whether he represented all the AFM membership, Mr. Woods replied:

"Over the years we found out he does."

Told NABET

Questioned by Franklin Wood, Blue counsel, Mr. Woods said he had made the network's position clear to NABET before the Blue agreed to give platter turners to Mr. Petrillo.

He testified that following the NLRB certification of NABET Mr. Petrillo had "threatened" to pull the musicians from various Blue programs if Blue signed with NABET. He said that Mr. Petrillo mentioned the *Philco Hour* among other shows he could "work on."

When Mr. Friedman objected to the word "threatened," Mr. Woods repeated his testimony but used the word "stated."

Under cross examination by Mr. O'Donoghue, Mr. Woods testified that Mr. Powley had served notice on Blue last May that NABET would go on strike June 1 if the musicians even "touched a turntable."

"We were right in the middle," he said. "Petrillo was hammering at us on one side and NABET on the other. We were faced with a musicians' strike on one hand and a technicians' strike on the other."

Under further questioning by Mr. O'Donoghue, Mr. Woods testified he did not regard Blue's contract with NABET as absolutely binding as far as platter turners were concerned. "We felt we were within our rights in negotiating with Mr. Petrillo," he said. "We regard the turntable operation by the engineers as extra-curricular and nontechnical and therefore not covered in the contract."

Pressed further, he admitted that the contract with NABET includ[ed] all the technical equipment in t[he] control booth and that the tur[n]tables were technical equipment. [He] contended, however, that the act[ual] operation of the turntables was n[ot] specified in the contract.

When Mr. O'Donoghue asked M[r.] Woods how he could reconcile h[is] position with a request made [by] NABET by the Blue four years a[go] to grant an exception in its co[n]tract to permit the musicians [to] operate the turntables in Chica[go] AFM counsel objected to the qu[es]tion and was upheld by the tr[ial] examiner.

Renewal of Contract

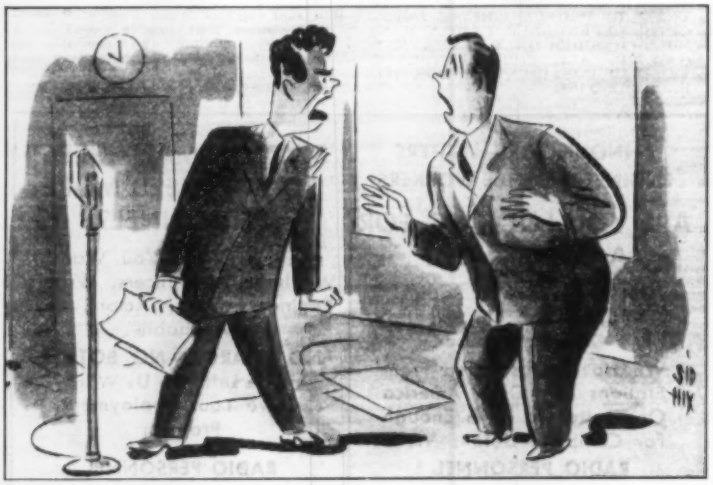
Earlier in the hearing, Mr. Po[w]ley gave testimony regarding ne[go]tiations between the NABET ba[r]gaining committee and the ne[t]works for renewal of contract f[ol]lowing the certification of NA[-]BET's jurisdiction over turntab[les] by NLRB. Various documents [in] support of the unfair practi[ce] charge filed by NABET was intr[o]duced as evidence.

At the outset of the hearing, Ro[-]bert Wilson, AFM counsel, asked for a continuance of the proceedi[ng] in order to prove a charge fi[led] Jan. 27 by AFM under Section [8] (b) of the National Labor Rel[a]tions Act, accusing the NBC an[d] Blue of dominating NABET an[d] conspiring with NABET against the musicians. Mr. Wilson argue[d] that the charge was an essential part of the case and that Joseph A. Padway, chief counsel for Mr. Pe[-]trillo, had not been given sufficient time to prepare his case.

After objections by Mr. Perl and Mr. O'Donoghue, Mr. Myers denied the motion for continuance.

The AFM charge set forth that the nets "dominated and interfered with the formation of NABET," that the technicians' union is a continuation of the Assn. of Technical Employees (predecessor organization), that NBC and Blue "caused supervisory and managerial employees to be officers of and exercise control of NABET" and that NBC and Blue "caused NABET to file charges of a violation of Section 8(5) of the Act for the purpose of making it appear that the said NABET was not dominated and formed" by the NBC and Blue.

Others participating in the proceeding were Joseph A. McDonald and John T. Cahill, NBC counsel, and Walter Emerson, Blue counsel. Clair Meeder and Henry Steeper, assistants to the president of AFM, and Ed. Stolzenberger, editor, and H. E. Hiller, trustee, of the *Broadcast Engineers Journal*, official NABET publication.



Drawn for BROADCASTING by Sid Hix

"Sure I Said 'Krispy Kernals Taste Like Sawdust', and I'm Glad, Glad I Did It!"

New Cosmetic Spots

PARK & TILFORD, New York cosmetic and perfume firm and manufacturers of Tintex dyes and tints, has developed a new cake makeup which will be promoted on radio and in publications through Charles M. Storm Co., New York. Chain-break and one-minute spot announcements and participating programs will be used on a number of stations.

A Salute to

KDKA, An American Pioneer Broadcaster

No blare of trumpets heralded the meeting of four men whose decision, "We seem to be of one opinion regarding the feasibility of starting a station, and so we'll do it", set into motion a great industry which is this year celebrating its 25th anniversary. The meeting was held in the East Pittsburgh plant of Westinghouse, and the men present included Harry P. Davis, vice president, Dr. Frank Conrad, an engineer, M. C. Rypinski, sales department and J. C. McQuiston, publicity manager.

This is one of the first in a series of advertisements *Dedicated by KMBC in Behalf of American Broadcasting to the Home and to the Community.*

That these men had foresight is quite evident, but certainly no one at the time the above photograph was taken could have read into the record the full significance of "1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.) founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns."*

One has only to consider for a moment modern advancements in election coverage to illustrate in a small way the progress that has been made by broadcasting in its first 25 years. From the modest beginning of KDKA, the technique of election coverage has come of age with literally thousands of persons involved in making possible almost instantaneous reports.

The Columbia Broadcasting System is one of the best examples as to the magnitude of the job done. In the 1944 presidential election, KMBC of Kansas City, as one of the original sixteen basic CBS affiliates, supplemented network coverage with its expert staff of qualified newsmen and 200 string correspondents throughout the Heart of America.

That it was a job well done is a compliment, not just to KMBC, but to the broadcasting industry as a whole. In a like sense—while the industry has always recognized KDKA for its pioneering accomplishments, it is the combined efforts of all stations in Pittsburgh that give to radio in that area its high prestige. Pittsburgh is the cradle of many pioneering developments in the field of broadcasting, and this city, one of the great steel centers of the world, is justly proud of the call letters of its pioneer radio stations—KDKA, WJAS (1921), KQV and WCAE (1922) and WWSW (1931).

**From Broadcasting Magazine's, "Chronology of the Development of Radio and Broadcasting."*

KMBC OF KANSAS CITY

Free & Peters, Inc.

Of Course—KMBC-FM—*an extra service at no extra cost*

SINCE 1928—BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS